NBC TRADE NEWS

December 1, 1954

NATION'S TOP SPORTS EVENTS ON NEW YEAR'S DAY
TO BE COVERED BY NBC-TV AND RADIO
- - -
Cotton Bowl and Rose Bowl Gridiron Classics, And
Tournament of Roses Parade, on Schedule

The National Broadcasting Company once again will furnish the nation's sports fans with a full afternoon of solid football entertainment on New Year's Day, when the radio and television networks cover the Cotton Bowl and Rose Bowl games, as well as the colorful Tournament of Roses Parade.

(more)

INTERNATIONAL 'SPOTLIGHT'

Jack Buchanan, noted for his British musical comedy soft-shoe; Jeannie Carson, beloved by English film fans for her skill with the Highland Fling; Pat Carroll, who does the sharpest Charleston in town; and Jimmy Durante, who is world-famous for his flat-foot shuffle, all pool their terpsichorean talent to present a Parisian Apache dance that will provide one of the funniest scenes in Max Liebman's colorcast NBC laugh revue SPOTLIGHT on Sunday, Dec. 5 (7:30 to 9 p.m., EST).

Bill Goodwin and Betty White will be host and hostess, respectively, at the Tournament of Roses Parade, to be telecast from 12:15 to 1:45 p.m., EST, under the sponsorship of the Minute Maid Corporation. (Time for Radio broadcast to be announced).

This will be followed at 1:45 p.m., EST, by radio and television coverage of the annual Cotton Bowl game in Dallas. This year's renewal of the classic, the third to be telecast by NBC-TV, matches the amazing Arkansas Razorbacks against Georgia Tech. Radio coverage will be sponsored by the Crosley Division -- AVCO Manufacturing Corporation.

Arkansas, coached by the former Tennessee All-American end, Bowden Wyatt, gained the bid by winning its first undisputed Southwest Conference championship in 18 years. Arkansas this year compiled an 8-2 record, its best since 1927. In conference play, it won five out of six engagements. The Razorbacks defeated Tulsa, Texas Christian, Baylor, Texas, Mississippi, Texas A. & M., Rice and Houston, losing only to Southern Methodist (21-14) and Louisiana State (7-6).

Bobby Dodd's Georgia Tech eleven ended its season as runner-up to Mississippi in the Southeastern Conference with a 7-3 record. The Yellow Jackets topped Tulane, S.M.U., L.S.U., Auburn, Tennessee, Alabama and Georgia. Tech was stopped by Florida (13-12), Kentucky (13-6) and Duke (21-20).

Following the Cotton Bowl battle, NBC Radio and NBC-TV will cover the 41st renewal of the historic Rose Bowl contest in Pasadena at 4:45 p.m., EST. For the third consecutive year, this coverage will be sponsored by the Gillette Safety Razor Company.

(more)

Bill Cocklin and Betty White will be host and hostess, respectively, at the Tournament of Roses Parade, to be telecast from 2:15 to 1:45 p.m., EST, under the sponsorship of the Minute Maid Corporation. (Time for Radio broadcast to be announced).

This will be followed at 1:45 p.m., EST, by radio and television coverage of the annual Cotton Bowl game in Dallas. This year's renewal of the classic, the third to be telecast by NBC-TV, matches the smashing Arkansas Razorbacks against Georgia Tech. Radio coverage will be sponsored by the Crosley Division -- AVCO Manufacturing Corporation.

Arkansas, coached by the former Tennessee All-American end, Jordan Wyatt, gained the bid by winning the first undisputed Southwest Conference championship in 16 years. Arkansas this year compiled an 8-2 record, its best since 1927. In conference play, it won five out of six engagements. The Razorbacks defeated Tulsa, Texas Christian, Baylor, Texas, Mississippi, Texas A. & M., Rice and Houston, losing only to Southern Methodist (21-14) and Louisiana State (7-6).

Bobby Dodd's Georgia Tech eleven ended its season as runner-up to Mississippi in the Southeastern Conference with a 7-3 record. The Yellow Jackets topped Tulane, S.M.U., L.S.U., Auburn, Tennessee, Alabama and Georgia. Tech was stopped by Florida (13-12), Kentucky (13-6) and Duke (21-20).

Following the Cotton Bowl battle, NBC Radio and NBC-TV will move the flat removal of the Historic Rose Bowl contest in Pasadena at 4:45 p.m., EST. For the third consecutive year, this coverage will be sponsored by the Gillette Safety Razor Company.

(more)

3 - New Year's Day Sports Events

Southern California, runnerup to unbeaten U.C.L.A. in the Pacific Coast Conference, plays host to Ohio State's stainless champions of the Big Ten. U.C.L.A., the nation's top-ranked team, is ineligible for a Rose Bowl trip as it was a participant last year.

Southern Cal, coached by Jess Hill, concluded its campaign with a last-minute 23-17 loss to Notre Dame. Previously, the Trojans had beaten Washington State, Pittsburgh, Northwestern, Oregon, California, Oregon State, Stanford and Washington, and had lost to T.C.U. and U.C.L.A.

Woody Hayes' powerful Buckeyes rumbled past all nine of their opponents, conquering Indiana, California, Illinois, Iowa, Wisconsin, Northwestern, Pittsburgh, Purdue and Michigan.

(Commentators who will cover the bowl games for NBC Radio and NBC-TV will be announced soon).

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NBC-New York, 12/1/54

- New Year's Day Sports Events

Southern California, runners-up under U.C.L.A. in the Pacific Coast Conference, plays host to Ohio State's strong Buckeyes of the Big Ten. U.C.L.A., the nation's top-ranked team, is preparing for a Rose Bowl trip as it was a participant last year.

Southern Cal, coached by Jess Hill, concluded its campaign with a last-minute 23-17 loss to Notre Dame. Previously, the Trojans had beaten Washington State, Stanford, Washington, Oregon, California, Oregon State, Stanford and Washington, and had lost to U.C.L.A. and N.C.L.A.

Woody Hayes' powerful Buckeyes rumbled past all rival opponents, conquering Indiana, California, Illinois, Iowa, Wisconsin, Northwestern, Pittsburgh, Purdue and Michigan.

(Commentators who will cover the bowl games for NBC Radio and NBC-TV will be announced soon).

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NBC-New York, 12/3/58

NBC TRADE NEWS

December 1, 1954

JOHN PORTER NAMED NBC ADVERTISING AND PROMOTION MANAGER;
NATIONAL SALES PROMOTION POST GOES TO EDWIN VANE

The appointment of John Porter as manager of the Advertising and Promotion Department of the National Broadcasting Company was announced today by Kenneth W. Bilby, NBC Vice President for Public Relations.

Mr. Bilby also announced the promotion of Edwin Vane to manager of national sales promotion, the post previously held by Mr. Porter. Mr. Vane formerly held the title of coordinator of television network sales promotion.

Mr. Porter came to NBC in 1950 as a copywriter for the Advertising and Promotion Department. He was promoted to supervisor of television network sales promotion and later named manager of national sales promotion. Mr. Porter lives in New York City.

Mr. Vane joined NBC in 1945 and was assigned to Guest Relations. Later he was transferred to the Advertising and Promotion Department where he worked in audience and sales promotion. He lives in Kew Gardens Hills, Long Island, N.Y.

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NBC COLOR TELEVISION NEWS
A SERVICE OF RCA

OVERSEAS PRESS CLUB'S MEMORIAL CENTER IN N.Y. TO BECOME A REALITY WITH COLORCASTING OF "DATELINE" ON NBC'S "PRODUCER'S SHOWCASE" MONDAY, DECEMBER 13, 8 TO 9:30 P.M., EST

With the presentation of "Dateline," the color Spectacular to be seen on PRODUCERS' SHOWCASE Monday, Dec. 13 (NBC-TV, 8-9:30 p.m., EST), the Memorial Press Center will have become a reality. Produced in cooperation with the Overseas Press Club, "Dateline" will mark the dedication and formal opening of the OPC's official headquarters -- a five-story building located at 35 East 39th Street in New York City.

In addition to serving as a global journalism center, the new home is designed "as a living, national memorial to those who have died in the supreme call of duty," while on overseas wartime assignments.

Founded 15 years ago, the Overseas Press Club today ranks as America's largest, most important and most respected organization of foreign correspondents. Its more than 1,000 members have worked or are working all over the world. Since the newly renovated and redecorated building first opened its doors unofficially on Sept. 27 last, it has already become a busy center for members of the press, magazine editors, radio and television personalities, news photographers, free-lance writers and representatives of allied fields. When fully completed, the Overseas Press Club Memorial Press Center will be "an institute to serve usefully men and women in and of journalism."

(more)

The center will include a library and archives, press conference room, dining and meeting room, headquarters offices and lounge, the latter a meeting place for newsmen and women and their colleagues, which is expected to become one of the most popular journalistic rendezvous in New York.

Contemplated special services will embrace a message service, mail service, dressing room, guest privileges, lecture bureau, recording equipment and newsroom.

On the OPC production committee cooperating with NBC in producing "Dateline" (an all-star colorcast extravaganza which may be seen on the nation's standard sets in black and white) are Robert Considine, president of the Overseas Press Club of America, Inc.; Edward R. Murrow, John Daly, Fleur Cowles and Patricia Lockridge Hartwell. Mrs. Hartwell is coordinator of the committee, assisted by Eileen Lange, a former NBC Press Department magazine editor.

Based on Nielsen reports of NBC-TV Spectaculars, over 30,000,000 viewers are expected to watch "Dateline." The production will be co-sponsored by RCA Victor and the Ford Motor Company.

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NBC-New York, 12/1/54

The center will include a library and archives, press conference room, dining and meeting rooms, hospitality offices and lounge, the Ladies a meeting place for women and women and their relatives, which is expected to become one of the most popular recreational venues in New York.

Contemplated special services will embrace a message service, mail service, dressing rooms, guest privileges, lockers, nurses, receiving equipment and newsrooms.

On the CPC production committee co-operating with NCC in producing "Dateline" (an all-hour colored videotape which may be seen on the center's standard sets in black and white) are Robert Conklin, president of the Overseas Press Club of America, Edward R. Murrow, John Daly, Elmer Davis and Patricia Lochridge Wakefield. Mrs. Wakefield is coordinator of the committee, assisted by Eileen Lange, a former NBC Press Department magazine editor.

Based on Nielsen reports of NBC-TV spectaculars, over 10,000,000 viewers are expected to watch "Dateline." The production will be co-sponsored by RCA Victor and the Ford Motor Company.

NEW YORK, 10/1/54

NBC *color television presents*

A MAX LIEBMAN PRODUCTION

CREDITS FOR MAX LIEBMAN'S COLOR SPECTACULAR, 'SPOTLIGHT'

ON NBC-TV, SUNDAY, DEC. 5, 7:30 TO 9 P.M., EST

PROGRAM:	SPOTLIGHT
TIME:	NBC-TV, Sunday, Dec. 5, 7:30 to 9 p.m., EST, in compatible color (available on standard receivers in high-quality black and white).
STARS:	Sonja Henie, Jack Buchanan, Jeannie Carson and Pat Carroll.
SPECIAL GUEST:	Jimmy Durante
PRODUCER-DIRECTOR:	Max Liebman
WRITERS:	William Friedberg, Fred Saidy, Neal Simon, Will Glickman, William Jacobson.
CHOREOGRAPHER:	Rod Alexander (musical numbers and dances)
ART DIRECTOR:	Frederick Fox
COSTUMES:	Paul Du Pont
CHORAL DIRECTOR:	Clay Warnick
MUSIC DIRECTOR:	Charles Sanford
ORCHESTRATIONS:	Irwin Kostal
ASSOCIATE PRODUCER-DIRECTOR:	Bill Hobin
NBC SUPERVISOR:	Hal Janis
ASSISTANT TO THE PRODUCER:	Max Siegal

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NBC-New York, 12/1/54

BLACK-TIED, GLOBE-GIRDLING BOB HOPE SANDWICHES IN A BOOK (SORT OF A TRIPLE-BAEDEKER) BETWEEN TV AND RADIO DATES

Book lovers across the nation are in for a delightful treat with the publication today (Dec. 1) of Bob Hope's own story, "Have Tux, Will Travel."

The entertaining and penetrating personal Hope autobiography, as told to Pete Martin, is filled with the NBC comedian's brand of humor that has brought chuckles and laughter to world-wide audiences for many years.

The book gets off to a breezy start with the very first chapter during which Hope confesses: "I don't say that my mind is an orderly one. When I try to remember dates and names, I bang my forehead with my fists so hard I have to have my head re-blocked."

Hope reveals that his ski nose is real, explaining: "It's not true my nose is the way it is as the result of having been broken in an accident. It came the way it is from the manufacturer. My brother Fred's nose is even ski-snootier than mine."

The laugh-packed book is published by Simon and Schuster, and is profusely illustrated with amusing drawings by Ted Sally. It is also completely indexed with places ranging from the Dyker Theatre of Brooklyn to the London Palladium and with such varied personalities

(more)

(SORT OF A BRIGHT-BANDSTAND) RETURNS TO ANY RADIO DATES

Book lovers across the nation are in for a delightful treat with the publication today (Dec. 1) of Bob Hope's own story, "Have Tux, Will Travel."

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(more)

as Goodman Ace, President Dwight D. Eisenhower and Wilbur Zink (a former schoolmate).

Hope, who has literally traveled all over the world, put the title to his book to action recently when he went to England to film his NBC-TV BOB HOPE TELEVISION SHOW for presentation on the network Tuesday, Dec. 7 (8 p.m., EST). The full-hour production will have a guest roster of Continental stars including Beatrice Lillie, Maurice Chevalier, French ballerina Liane Dayde, English film star Moira Lister and the Cologne Male Choir. The "Bob Hope Television Show" placed second in the latest Nielsen national audience survey.

The top-rated comic has been an NBC Radio highlight for the past 16 years, and is currently represented on the network with the BOB HOPE RADIO SHOW Thursday evenings (8:30-9 p.m., EST).

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NBC-New York, 12/1/54

GEORGE GOBEL WINS AWARD AS NEW TV STAR

NBC's George Gobel, who has been lauded from coast-to-coast in the few weeks since his comedy show began (NBC-TV, Saturdays, 10 p.m., EST) has received a Modern Screen magazine silver cup award as one of the two "most popular new TV stars of 1954."

The selections are based on results of a poll of more than 5,000,000 readers of the magazine.

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IMOGENE COCA TELLS OF 'ME AND MY SHADOWS'

"Me and My Shadows" is the title of a tender story about Imogene Coca, as told by her in the current issue of Woman's Home Companion. In the article, the NBC comedienne reveals some intimate secrets about herself and offers some candid opinions of Coca the woman and wife, and Coca the comedienne.

The IMOGENE COCA SHOW is presented over the NBC-TV network Saturdays, 9 to 9:30 p.m., EST, three weeks out of four.

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NEWSCASTER ROY NEAL PLAYS A MOVIE ROLE--AS A NEWSCASTER

Roy Neal, NBC-TV West Coast newscaster who appears on both the "Camel News Caravan" and on "Today," will play an image of himself in a movie filmed by Columbia Pictures.

In the picture, entitled "Terror in the Night," Neal plays a newscaster who holds the fate of several people, depending on his judgment in the handling of two sensational news stories. Through wise decision, he saves their lives.

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NBC-New York, 12/1/54

GEORGE GOBEL WINS AWARD AS NEW TV STAR

NBC's George Gobel, who has been lauded from coast-to-coast in top TV weeks since his comedy show began (NBC-TV, Saturdays, 10 p.m., EST) was presented a Modern Screen magazine silver cup award as one of the two "most popular new TV stars of 1954."

The selections are based on results of a poll of more than 3,000,000 readers of the magazine.

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INGRIDS COCA TELLS OF 'ME AND MY SHADOWS'

"Me and My Shadows" is the title of a tell-all story about Rogers Coca, as told by her to the current issue of Woman's Home Companion. In the article, the NBC commentator reveals some intimate secrets about herself and gives some candid opinions on Dana Andrews, Jack Paar and Coca the commentator.

The INGRIDS COCA SHOW is presented over the NBC-TV network Saturday, 9 to 9:30 p.m., EST, three weeks out of four.

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MESSCASTER FOR MGM PLAYS A MOVIE ROLE--AS A MESSCASTER

Roy Neal, NBC-TV West Coast newscaster who appears on both the "Camel News Caravan" and on "Today," will play an image of himself in a movie filmed by Columbia Pictures.

In the picture, entitled "Terror in the Night," Neal plays a newscaster who holds the fate of several people, depending on his judgment in the handling of two sensational news items. Through also television, he saves their lives.

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NBC-New York, 12/1/54

NBC PRESS DEPARTMENT

NBC-TV DEVELOPING PROGRAM AND CIRCULATION POLICIES TO ATTRACT EVERY POPULATION SEGMENT, NETWORK'S SYLVESTER L. WEAVER JR. TELLS MEMBERS OF SAN FRANCISCO ADVERTISING CLUB

San Francisco, Calif., Dec. 2 -- NBC's television network is developing its programming and circulation policies so that "every segment of our population, no matter what ethnic, racial, cultural, age level or other grouping that they may be in, will find attractive and entertaining programming of interest," Sylvester L. Weaver Jr., President of NBC, said here yesterday (Dec. 1).

Mr. Weaver addressed members of the San Francisco Advertising Club at a luncheon at the Sheraton-Palace Hotel.

In outlining NBC-TV's programming concepts, Mr. Weaver emphasized that the network's policies "are designed to assure that the total impact which this great all-segment, all-family, all-set audience receives from our schedule includes enlightenment, enrichment, inspiration and information as well as entertainment."

Mr. Weaver also pointed out that NBC-TV's advertising policies have been planned from the start by experienced advertising men, and added: "There has been no substitute for this broad and deep advertising experience and marketing knowledge when it came to laying out the grand design for NBC Television."

(more)

Explaining the application of this experience, technique and know-how to the development of Spectaculars and color programming, he said:

"Last year our 'Bob Hope Show' broke down the last possible hesitancy in my mind regarding the commercial success of the early one-shot holiday shows. So we knew that the Spectaculars could be great marketing successes.

"So far all these shows have been in the top 10 in audience size, which is what Nielsen measures, and our information on the job they are doing for the clients shows real power.

"The Spectacular is the natural component of the magazine concept. This basic element of our advertising philosophy essentially means the development of advertising flexibility with a wide range of usefulness...so that any national advertiser can use NBC Television."

Mr. Weaver then discussed the tremendous advertising potential that is offered today through color television.

"We think the future, particularly with color, calls for this flexibility...whatever an advertiser wants he will be able to get on a national basis in color from NBC no matter how big or how small his budget."

Mr. Weaver said the television network should serve "the whole audience, all segments and not just cater to the heavy viewer."

"In cultural fields," he said, "NBC wants to upgrade American taste, we want to offer all segments of our society those things which they wish, but we want to expose to the less fortunate who do not have the taste or the training, the elements of civilized life that are pretty unanimously agreed upon as being better or finer or more valuable or more rewarding or more intrinsically worthwhile than the more popular entertainments.

(more)

Delighting the duplication of this experience, technique and know-how to the development of Spectacular and color programming, he said:

"Last year our 'Bob Hope Show' broke down the last psychic resistancy in my mind regarding the commercial success of the early prime-time holiday shows. So we knew that the Spectacular could be great marketing success.

"So far all these shows have been in the top 10 in audience rates, which is white hilarious measure, and our information on the job they are doing for the sponsor means real power.

"The Spectacular is the natural companion of the magazine commercial. This basic element of our advertising philosophy emphasizes the development of advertising flexibility with a wide range of usefulness...so that any national advertiser can use NBC Television."

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(more)

"And color television will force the pace of change.

"Color television will provide a service that will give something of interest to everyone, that will force excitement into the lives of the people not only by communicating events in which they all have a high interest, as in politics and sports, but in special entertainment events which will make people come home and stay home and watch television, and go out and buy color sets before they buy anything else."

Mr. Weaver was introduced by Harold See, general manager of NBC-affiliate KRON-TV in San Francisco and television chairman of the advertising club.

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NBC-New York, 12/2/54

"And color television will force the pace of change.

"Color television will provide a service that will give something of interest to everyone. This will force revolutionary changes in the lives of the people not only by communicating events the world over, they all have a bias towards, as in politics and sports, but the special entertainment events which will make people even more anxious to stay home and watch television, and go out and buy color sets before they buy anything else."

Mr. Weaver was introduced by Samuel Cuneo, general manager of NBC-affiliate KGO-TV in San Francisco and television chairman of the advertising club.

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NBC-New York, 12/5/59

NBC TRADE NEWS

A SERVICE OF RCA

December 2, 1954

'BOB CUMMINGS SHOW' TO START ON NBC-TV SUNDAY, JAN. 2

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R.J. Reynolds Company to Sponsor Comedy Series

A new film series starring Bob Cummings and sponsored by the R.J. Reynolds Company, makers of Winston cigarettes, makes its debut on NBC-TV Sunday, Jan. 2.

NBC-TV affiliates and local TV editors across the nation watched a closed circuit preview Tuesday, Nov. 23, of "The Bob Cummings Show." The show will be seen each Sunday, 10:30 to 11 p.m., EST, on NBC-TV.

Sylvester L. Weaver Jr., President of the National Broadcasting Company, introduced Mr. Cummings to the closed circuit audience. The "live" segment of the demonstration came from Studio 5-H in Radio City, New York.

Bob Cummings is presented in his new show as a commercial photographer whose roving eye for beauty develops hilarious situations.

The order was placed through William Esty Company, Inc.

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NBC COLOR TELEVISION NEWS
A SERVICE OF RCA

MARTHA RAYE, EDDIE FISHER, PERRY COMO JOIN LIST OF HEADLINERS FOR 'DATELINE' COLORCAST ON 'PRODUCERS' SHOWCASE'

MONDAY, DEC. 13, NBC-TV, 8-9:30 P.M., EST

Martha Raye, Eddie Fisher, Perry Como, cartoonist Milton Caniff, war ace Col. Philip Cochran, Elsa Maxwell, Lawrence Spivak, Carl Reiner and H.V. Kaltenborn are additions to the roster of notables who will appear on "Dateline," the compatible color extravaganza saluting the opening of the new Overseas Press Club Memorial Press Center, on PRODUCERS' SHOWCASE Monday, Dec. 13 (NBC-TV, 8-9:30 p.m., EST).

They will join Bob Hope, Marian Anderson, Richard Rodgers, poet Carl Sandburg, Bob Considine and John Daly, previously announced for the colorcast which will also be seen on the nation's screens in black and white. Peggy Lee, previously announced, will be unable to appear.

Carl Sandburg is writing the dedication which will officially open the OPC Memorial Press Center in New York and honor the more than 80 foreign correspondents who lost their lives while on duty overseas.

A satirical sketch will star Sid Caesar as a crack foreign correspondent paying a guest visit to "Meet the Press," complete with his famed Viennese accent and customary expert misinformation.

(more)

Lawrence Spivak, owner-producer of "Meet the Press," will be in his usual place on the panel. Actor Carl Reiner and three OPC members will attempt to maintain some semblance of order on the panel during Caesar's interrogation.

Eddie Fisher will be cut in from California in a medley of some of the top tunes of the day, including "Count Your Blessings Instead of Sheep." He will sing these songs especially to his brother, Alvin, who will be on-camera in New York, following his recent discharge from the U.S. Army.

A cartoon character by Milton Caniff will come alive in a ballet to be devised by Tony Charmoli, who stages and choreographs "Your Hit Parade" on NBC-TV each Saturday night. Caniff will design the settings for the sequence, which will treat of "high adventure" in foreign lands.

Col. Philip Cochran, the "real-life" model for Caniff's cartoon character, Flip Corkin in "Terry and the Pirates," will read "The Pilot's Creed" on "Dateline."

Richard Rodgers will conduct a 36-piece orchestra in selections from his brilliant score of the prize-winning NBC-TV film series, "Victory at Sea." A theme from this musical setting later became a popular ballad titled "No Other Love."

Perry Como will sing this number, which was a feature of the Rodgers and Hammerstein Broadway show, "Me and Juliet."

An original dramatic vignette by Robert E. Sherwood will highlight an important incident in the life of the late Ernie Pyle. Casting is in progress for a leading actor to impersonate the famed war correspondent.

More than 30,000,000 televiewers are expected to watch "Dateline," as indicated by Nielsen audience ratings of previous NBC-TV Spectaculars.

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NBC-New York, 12/2/54

Lawrence Welk, owner-producer of "Meet the Press," will be in his usual place on the panel. Actor Paul Ralphs and three GPO members will attempt to maintain some semblance of order on this panel dealing Congress's investigation.

Eddie Fisher will be out in from California in a medley of some of the top tunes of the day, including "Count Your Blessings Instead of Sheep." He will also touch songs especially to his children, who will be on-camera in New York, following his recent discharge from the U.S. Army.

A cartoon masterpiece by Milton Caniff will soon come to a radio to be devised by Tony Charmoli, who stages and choreographs "Your Hit Parade" on NBC-TV each Saturday night. Caniff will design the settings for the sequence, which will consist of "high adventure" in foreign lands.

Bob, Public Cobrum, the "very-nice" model for Caniff's cartoon character, Flip Corkin in "Terry and the Pirates," will read "The Pilot's Creed" on "Detailing."

Richard Rodgers will conduct a 30-piece orchestra in his selections from his critically score of the recently-running NBC-TV film series, "Victory at Sea." A theme from this musical setting James Mason a popular ballad titled "No Other Love."

Perry Como will sing this number, which was a feature of the Rodgers and Hammerstein Broadway show, "Me and Juliet."

An original dramatic vignette by Robert E. Sherwood will highlight an important incident in the life of the late Harold Ross, founding is in progress for a leading actor to impersonate the famed war correspondent.

More than 30,000,000 televisions are expected to watch "Detailing," as indicated by Nielsen ratings of previous NBC-TV documentaries.

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NBC-New York, 12/6/50

NBC TRADE NEWS

December 2, 1954

VIDEO VERSION OF 'THE GREAT GILDERSLEEVE' STARRING
WILLARD WATERMAN WILL SUB FOR 'RED BUTTONS SHOW'

- - -

Buttons, Ill for 10 Days, Expected Back for Dec. 10 Program

Admirers of NBC Radio's THE GREAT GILDERSLEEVE will have a chance to see the show on video when a filmed version of the show, with Willard Waterman in the title role, will be presented in THE RED BUTTONS SHOW time-spot Friday, Dec. 3 (NBC-TV, 8 p.m., EST).

When this program was shown over NBC-TV last September, viewers were asked to express their opinion by mail. More than 25,000 of them endorsed it in hearty terms within the next few days and requested another showing.

Waterman, as a blustering small-town water commissioner, sees his girl-friend off at the station, then notes a poster advertising a lucious blonde who will be in a local stage show that day. The blonde herself turns up while Gildy is admiring her picture. She loses her glove and he recovers it, then parlays this flimsy excuse into a chance to see her later. Complications ensue, both onstage and off, and for awhile it looks as if Gildy has lost his head but all comes out right eventually.

Red Buttons, who has been hospitalized for the past 10 days with a virus infection, is expected back for his Dec. 10 telecast.

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December 2, 1954

SECRET'S OUT! MUGGS' HUGGERMUGGERY IS A GIRL CHIMP!
SHE'S KNOWN AS MISSY AND SUBS FOR COAST-BOUND MUGGS

Muggs' huggerymuggery stood revealed on the TODAY set this morning (Dec. 2). Or rather, SHE sat. The secret that J. Fred Muggs, the "Today" program's favorite animal editor, has been hiding was a 7½-month-old girl chimpanzee.

The young chimp made her debut for the press last night at a cocktail party, and her first appearance on network television this morning.

Her aplomb was admirable and enviable. She leaned over and nibbled Dave Garroway's microphone, played with the ribbons on her dress, and occasionally patted her own head. It looked as if her schooling under Muggs' tutelage was effective and complete. She seemed a past master in the art of doing nothing.

Arriving in a gilded coach drawn by two white horses, Missy, as she is being called pending selection of a permanent name, drew up in front of the 49th street windows of the "Today" studio in the arms of top-hatted Buddy Mennella, one of her owners.

As the coach drew up, two NBC page boys unrolled a red carpet and six NBC page girls removed the young lady's luggage, consisting of several large hat boxes, from the carriage.

(more)

September 2, 1950

SECRET'S OUT! MOOD' MUGGSMOOGERS IS A REAL DRIPS!
SHE'S KNOWN AS MIDGE AT BUGS FOR COAST-TOWN MOOD

Muggs' muggsmoogers stood revealed on the TODAY set this morning [Dec. 6]. Or rather, she did. The secret that J. Grant Muggs, the "Today" programme's favorite animal editor, has been stalking was a [illegible]-month-old:year ohlsmoogers.

The young shimmy made her debut for the press last night at a [illegible] party, and her first appearance on television this morning.

Her mother was absentee and available. The Leonard-over and [illegible] Dave Garroway's ohlsmoogers, played with the ribbons on her [illegible], and constantly patted her own head. It looked as if her [illegible] under Muggs' behalf was effective and complete. She [illegible] a past master in the art of being cuddled.

Arriving in a gilded coach drawn by two white horses, Muggs, [illegible] she is being called otherwise publicity of a lovemment mess, drew [illegible] in front of the NBC studio, students of the "Today" studio in the [illegible] of Lady-Matted Lucky Mannelia, one of her owners.

As the coach drew up, the BBC band boys unfolded a red carpet and six BBC page girls escorted the young lady's luncheon, [illegible] of several large met boxes, from the carriage.

(more)

Missy then made her triumphal entry into the studio, to the accompaniment of a resounding trumpet flourish.

Muggs decided that his protegee was ready for her debut after training her for the past three months ... ever since her arrival in this country from her birthplace in the Cameroon region of Africa.

Learning that he himself was needed for appearances on the West Coast version of "Today" in Hollywood, Muggs decided that it was altogether fitting and proper that Missy be launched and take his place during the four to six weeks he'll be away. He will take off tomorrow (Dec. 3) from LaGuardia Airport.

Altogether, the debut was a sumptuous and fancy affair. Clad in a frothy pink dress and pink sweater, Missy was a picture of self-possession -- Except for a couple of times when she almost fell off Dave Garroway's desk.

She will be seen every morning, Monday through Friday, on NBC-TV, 7-9 a.m., EST and CST, and 8-9 a.m., PST.

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NBC-New York, 12/2/54

Mikey then made her triumphal entry into the studio, to the accompaniment of a rousing bracer fanfare.

Muggs decided that his grandpops was ready for her debut after painting her for the past three months ... ever since she arrived in this country from her circumstances in the Canadian region of Africa.

Learning that he himself was needed for appearance on the Mars Cosmo Version of "Today" in Hollywood, Muggs decided that it was appropriate fitting and proper that Mikey be launched and take his place during the four to six weeks he'll be away. He will take off tomorrow (Dec. 31) from Kalamazoo Airport.

Although, the debut was a surprise and Mikey's affair, ring in a frosty pink-drum and pink ensemble, Mikey was a pleasure of pair presentation--Muggs for a couple of times when she almost fell off her unfoldy's feet.

She will be seen every morning, Monday through Friday, on NBC-TV, 7-9 a.m., KFI and KTV, and 7-9 p.m., KFI.

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Hollywood Times, 12/31/54

NOTED GUESTS TO JOIN IN 'BEST OF ALL' SALUTE TO ASCAP

A special salute for the 40th anniversary of the American Society of Composers, Authors and Publishers, will be offered on NBC Radio's BEST OF ALL program Monday, Dec. 6 (8 p.m., EST).

Guests who will participate in the anniversary celebration include Irving Berlin, Eddie Fisher, John Golden and ASCAP President Stanley Adams. The NBC Orchestra will be directed by Skitch Henderson.

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AN NBC SIMULCAST

STUDENTS TO INTERVIEW CHANCELLOR RAAB OF AUSTRIA

Dr. Julius Raab, chancellor of Austria, will be the guest on Theodore Granik's YOUTH WANTS TO KNOW program Sunday, Dec. 5, (simulcast on NBC-TV and NBC Radio, 1-1:30 p.m., EST).

Dr. Raab, now visiting the U.S., will be interviewed by a group of New York high school students. The program will be filmed and recorded earlier in the week for presentation at this time.

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NBC-New York, 12/2/54

NOTED GUESTS TO JOIN IN 'BEST OF ALL' SALUTE TO ASCAP

A special salute for the 50th anniversary of the American Society of Composers, Authors and Publishers, will be offered on NBC Radio's BEST OF ALL program Monday, Dec. 4 (8 p.m., EST).

Guests who will participate in the anniversary celebration include Irving Berlin, Eddie Fisher, John Golden and ASCAP President Stanley Adams. The NBC orchestra will be directed by Skitch Henderson.

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ON NBC SYNDICAST

STUDENTS TO INTERVIEW DOMESTICUS KAAS OF AUSTRIA

Dr. Julius Raab, chancellor of Austria, will be the guest on Theodore Granik's SOUTH WINDS TO NOW program Sunday, Dec. 3, (simulcast on NBC-TV and NBC Radio, 1-1:30 p.m., EST).

Dr. Raab, now visiting the U.S., will be interviewed by a group of New York high school students. The program will be filmed and recorded earlier in the week for presentation at this time.

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NBC-New York, 12/2/54

NBC TRADE NEWS

EDWARD R. HITZ, THOMAS B. McFADDEN AND HAMILTON SHEA ELECTED VICE PRESIDENTS OF NATIONAL BROADCASTING COMPANY

FOR RELEASE MONDAY A.M., DEC. 6

The election of three Vice Presidents of the National Broadcasting Company was announced today by Sylvester L. Weaver Jr., NBC President.

The new Vice Presidents are:

Edward R. Hitz, Vice President in charge of Television Network Sales, Central Division.

Thomas B. McFadden, Vice President in charge of NBC Spot Sales.

Hamilton Shea, Vice President in charge of WRCA, WRCA-FM and WRCA-TV, NBC-owned radio and television stations in New York.

A member of the NBC organization for more than 25 years, Mr. Hitz has been manager of Television Network Sales, Central Division, since November, 1952. He joined the company as a salesman in 1928, and in 1934 and 1935 was placed in charge of the network's Philadelphia office. He returned to New York after this two-year period, and in 1939 became assistant to the Vice President in charge of Sales. In April, 1947, Mr. Hitz was appointed assistant sales manager of Eastern Network Sales, and the following year was named assistant director

(more)

of Network Sales. He later became manager of the Eastern Sales Division, before being transferred to Chicago as manager of Television Network Sales, Central Division.

Born in Cleveland, Ohio, on Dec. 1, 1900, Mr. Hitz became a New Yorker by adoption at the age of seven when his family moved East. He attended grade school in New York City, high school in Lima, Ohio, and business school in New York. His first position was with a Wall Street bond office. From there he went to the advertising and merchandising department of the New York Daily News, before joining NBC. Mr. Hitz is married and has two daughters and a son.

At 37, Mr. McFadden already is a veteran of 20 years service with NBC. He joined the company as a member of the guide staff when Radio City in New York was opened in 1934. A year later he was assigned to the news room as a writer, and by 1938 he also had become a news broadcaster. During World War II he was an Air Force pilot in the African and China-Burma-India Theatres of Operation. He was discharged as a captain in 1945.

Returning to NBC, Mr. McFadden rejoined the news staff and was appointed director of News and Special Events for WRCA (then WNBC) in April, 1946. He later became assistant manager and then general manager of the network's owned stations in New York. In April, 1950, Mr. McFadden was transferred to Los Angeles as general manager of KRCA (then KNBH), and after two successful years in that capacity he was brought back to New York to head NBC Spot Sales. Mr. McFadden is married and lives in New York City.

Mr. Shea has been general manager of WRCA, WRCA-FM and WRCA-TV since July, 1953. Before that he was general manager of

(more)

WTAM, WTAM-FM and WNBK, NBC's radio and television stations in Cleveland, Ohio. Mr. Shea joined the company in 1949 as controller of NBC's Owned and Operated Stations Division. He was named director of operations for the division in 1951 and a year later was transferred to Cleveland to head the NBC stations there.

Before joining NBC, he served five years as treasurer and controller of the Emerson Drug Company. His background also includes two years with the Chase National Bank and six years with the Telautograph Corporation. Mr. Shea, who is 40, is married and has four daughters. He lives in Chappaqua, N.Y.

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NBC-New York, 12/3/54

WCOM, TVS-TV and WGBC, NBC's study and television stations in Cleveland, Ohio. Mr. Shea joined the company in 1940 as controller of NBC's Owned and Operated Station Division. He was named director of operations for the division in 1952 and a year later was appointed to Cleveland, to head the NBC stations there.

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NBC-New York, 11-2-59

NBC TRADE NEWS

December 3, 1954

NBC AIDS OPTIONAL STATIONS WITH TWO MOVES: 'TODAY' PROGRAM TO BE OFFERED TO 37 OUTLETS NOT ORDERED BY NETWORK ADVERTISERS, AND UNIT STARTED TO DEVELOP MORE SALES FOR OPTIONAL AFFILIATES

NBC announced today (Dec. 3) that beginning in January, its two-hour morning program "Today" will be offered to 37 optional stations not ordered by network advertisers.

These stations will be permitted to carry the show with network commercials deleted and are individually available to network advertisers using the program.

At the same time, NBC announced the establishment of a station sales unit to concentrate exclusively on developing more network sales on optional stations.

The two moves represent further progress under plans announced last September by NBC and recommended at that time to the affiliates by their Optional Station Subcommittee as "constructive forward steps in network service which indicate NBC's real interest in seeking to meet special problems of its optional affiliates."

Under these plans, which were discussed in detail at NBC's September meeting with its television affiliates in Chicago, the network proposed the following three features:

First, NBC undertook to furnish certain commercial programs to optional affiliates not ordered by the network sponsor so that the

(more)

stations concerned could use the programs to build local audience and increase their circulation. The network has permitted these stations to make local sales in the programs so that they can obtain added station revenue pending network sale.

Since last October, NBC, in accordance with this plan, has been furnishing "Home," "Howdy Doody" and "The Imogene Coca Show" to optional stations which are not ordered for the programs and are on the interconnected network carrying the shows. "Home" is currently being carried by 31 stations on this basis, "The Imogene Coca Show" by 21 stations, and "Howdy Doody" by 62 stations including a number ordered for only one segment of the latter program. The extension of this plan to "Today" in January is in accordance with NBC's original undertaking to make more programs available to unordered optional stations as an additional network service.

Second, NBC undertook to establish a station sales unit to build more network business on its optional stations. This unit will assemble detailed and individualized selling information on the markets and facilities represented by NBC's optional affiliates; conduct continuing analyses of the lineups on commercial accounts; and assist in the sale of lineup additions on an account-by-account basis.

Third, NBC offered a group rate plan available to optional affiliates in smaller markets who wished to participate. Under this plan, the participating stations would be organized in territorial groups of 5-8 stations per group and offered at a reduced group rate to advertisers buying the entire group. The stations, however, would be available at their normal individual rates to advertisers ordering them individually.

(more)

2. "Today's Dedicated Digitizer"

[illegible] commonly could not use the programs to create level conditions and [illegible] complex dynamics. The Digitizer has developed these additions [illegible] only level value in the programs so that they can remain added [illegible] existing revenue generating capacity.

Since Intel Corporation, DDC, in conjunction with this plan has [illegible] Complaining "Mom," "Dadd Daddy" and "The Dragons Down Down" to [illegible] additional stations which are not operated for the programmer but are [illegible] the interconnected network interfacing the above. "Mom" is currently [illegible] serviced by 31 stations on this network, "The Dragons Down Down" [illegible] 37 stations, and "Down Dadd" is in stations including a number [illegible] for only one segment of the larger program. The corporation [illegible] this plan to "Today" is hoping to be compatible with DDC's [illegible] additional independent to make most programs available to [illegible] additional stations in an multinational network service.

Second, DDC intends to establish a station this week to [illegible] more natural matters in the optional stations. This area will [illegible] detailed and individualized written information on the [illegible] and facilities requirements of DDC's optional stations. Con- [illegible] consulting engineer is the license in commercial accounting and [illegible] in the area of tracing stations on an accounting-management [illegible].

Third, DDC believes a good deal also available in national [illegible] in smaller markets and relate to participants. Among the [illegible], the personalizing stations which to companies in international [illegible] 3-6 stations and group has offered at a reduced price [illegible] transformations during the initial group. The stations however, [illegible] available. Each local digitizer value is constituted [illegible] [illegible] local [illegible].

3 - 'Today' Optional Stations

A number of NBC affiliates in smaller markets have indicated their interest in participating in the group rate plan and the plan will be put into effect at such time as enough additional stations desire to participate so that the groups can be organized and the proper group rates established.

In commenting on the success of NBC's efforts to increase network volume on its optional affiliates in smaller markets, Harry Bannister, Vice President in charge of Station Relations, said:

"NBC has always recognized that the problem of increasing network commercial business on television affiliates in smaller markets is essentially a problem of advertising economics.

"We have been attacking this problem on a series of related fronts: The addition to the normal service of important commercial programs for which the station is not ordered so that it can build circulation faster and attract more network sponsors; the specialization of selling effort to increase commercial orders on smaller market stations; and plans for special incentives to encourage network advertisers to use these stations without jeopardizing sound rate structures.

"As a result of our past efforts, "Mr. Bannister continued, "NBC now averages a longer commercial lineup on its sponsored programs than any other television network. We have also succeeded in increasing the total volume of network programming on our optional affiliates. Although NBC was the first network to initiate action for developing more network sales and more network programming on affiliates in smaller markets, and has made good progress in this direction, we realize that the task calls for continuing, well-considered effort which will enlarge the stations' opportunities to increase network volume without endangering their current revenues. We mean to continue these efforts, working closely with the committee representing our optional affiliates."

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NBC-New York, 12/3/54

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---------- NBC-New York, 12/3/34

NBC *color television presents*

A MAX LIEBMAN PRODUCTION

VICTOR HERBERT'S 'BABES IN TOYLAND' WILL BE COLOR SPECTACULAR
STARRING DENNIS DAY, JACK E. LEONARD, BIL AND CORA BAIRD,
WITH WALLY COX AS SPECIAL GUEST ATTRACTION, ON NBC-TV
SATURDAY, DECEMBER 18, 9 TO 10:30 P.M., EST

On Saturday, Dec. 18 Max Liebman will present his Christmas Spectacular on NBC-TV, BABES IN TOYLAND (9 to 10:30 p.m., EST). Starring Dennis Day, Jack E. Leonard, Bil and Cora Baird and featuring comedian Wally Cox as a special guest attraction, "Babes in Toyland" will be the fourth in the Saturday night series of live compatible color productions to be done in the NBC Brooklyn Studios.

Other stellar performers to appear in t.. television adaptation of the Victor Herbert operetta will include dancers Bambi Linn and Rod Alexander, musical comedy star Jo Sullivan and a European comedy act, the Cairolis.

One of Victor Herbert's greatest successes, "Babes in Toyland" was first presented at the Majestic Theatre in New York on Oct. 13, 1903. It has remained one of America's favorite operettas chiefly because of the lovely melodies, "Toyland," "March of the Toys," "Don't Cry Bo-Peep" and "I Can't Do the Sum."

"March of the Toys," is a particularly favorite Yuletide selection and has been recorded extensively over the years since 1903.

(Presented in compatible color, the program will be available on standard sets in black and white. According to Nielsen surveys, NBC Spectaculars are seen by an average of 31,000,000 viewers.)

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NBC-New York, 12/3/54

33 NBC EMPLOYES JOIN 25 YEAR CLUB IN N.Y. AND RECEIVE GOLD WATCHES AND CERTIFICATES

Thirty-three employes of NBC became 25 Year Club members in a ceremony Thursday, Dec. 2, at the Hotel Roosevelt, New York. Each of the new members received a gold watch and a certificate signed by Sylvester L. Weaver Jr., President of NBC.

In congratulating the new members Mr. Weaver said:

"To spend 25 years in any one industry is no small feat. But to spend that many years in this turbulent business of ours is an achievement that approaches the monumental. You have lived and worked with NBC through the era of the broadcasting industry's greatest growth.

"You have seen first radio, and then television, become unrivaled means of communications, together giving mankind its brightest hope for understanding and universal good will in the future."

B. Lowell Jacobsen, NBC director of personnel, presided over the ceremony which included entertainment by NBC's Steve Allen.

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NBC'S JACK BEGON CUTS SHORT U.S. VACATION DUE TO POPE'S ILLNESS; RETURNS TO ROME POST

Jack Begon, the NBC News Department's Rome correspondent, is cutting short his vacation in the U.S. by a whole month to fly back to Rome tonight to cover the illness of Pope Pius XII.

Begon, whose beat has included Rome ever since his Stars and Stripes days there in World War II, has built up an extensive collection of contacts that make him especially valuable when a big story breaks.

He stood a constant vigil when the Pope was critically ill last Spring, and was the first to break the news that the Pontiff was on his way to recovery.

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NBC-New York, 12/3/54

NBC TAKES HOME

35 NBC EMPLOYEES WILL GO TO TOKYO CLUB TO W.V.

Also Receive Gold Watches and Certificates

Thirty-five employees of NBC became the Tokyo Club members in a ceremony Thursday, Dec. 2, at the Hotel Astoria. The Tokyo Club, of which the members received a gold watch and a certificate signed by President I. Lewis Orr, President of NBC.

In congratulating the new members for, Mayor Lyle said:

"In every of years in our new industry is so vital that it is sound that most years in this innovative technology or even is an achievement that surprises the beginners. You have live in today's NBC through and are of the pioneering industry's greatest growth.

"You have been first radio and then television, become up-to-date leaders of communications, continue giving meaning its predecessor the understanding and understanding good will in the future."

Mr. Lowell Thomas, the director of personnel, presided over the ceremony which is known celebrations in NBC's Steve Allen.

NBC'S ALAN SCOTT DATA WORK U.S. VALUABLE AID

To Tokyo Tourists, Returned to Work Trust

Jane Engel, the New York Herald's Tokyo correspondent, is leaving where his working in the U.S. by a radio world to the work done conducts to cover the listeners of your time 321.

Scott, whose back was injured from over years the Tokyo and Philippines days where he lived and to, has helped to be effectively motivation of conducts have been successfully relaxing when a day among people.

He wrote a contract visit when the time was exclusively its work during, and the right to cover the news days the Tokyo on his way to recovery.

NBC-TIME BOOK, 12/29/54

NBC COLOR TELEVISION NEWS
A SERVICE OF RCA

CREDITS FOR 'DATELINE' ON 'PRODUCERS' SHOWCASE' IN COMPATIBLE COLOR ON NBC-TV MONDAY, DEC. 13, 8-9:30 P.M., EST WITH ALL-STAR CAST

PROGRAM:	"Dateline," on PRODUCERS' SHOWCASE
TIME:	NBC-TV, Monday, Dec. 13, 8-9:30 p.m., EST
FORMAT:	A musical Spectacular in compatible color, to be seen on standard receivers in high quality black and white. The show salutes the official opening of the new Overseas Press Club Memorial Press Center in New York City and will honor the more than 80 foreign correspondents who died while on overseas duty.
CAST:	All-star cast of showbusiness and OPC personalities, including Fred Allen, Marian Anderson, Sid Caesar, Perry Como, Eddie Fisher, Bob Hope, Martha Raye, Carl Reiner, Richard Rodgers, Carl Sandburg, Bob Considine, John Daly, Elsa Maxwell, Hal Boyle, H.V. Kaltenborn, Milton Caniff and others.
PRODUCER:	Fred Coe, for NBC, in cooperation with the Overseas Press Club of America, Inc.
OPC PRODUCTION COMMITTEE:	Bob Considine, Edward R. Murrow, John Daly, Fleur Cowles and Patricia Lockridge Hartwell, assisted by Eileen Lange.
EXECUTIVE PRODUCER FOR NBC:	Jack Rayel
DIRECTOR:	Alan Handley
ERNIE PYLE SKETCH BY:	Robert E. Sherwood
DEDICATION WRITTEN BY:	Carl Sandburg
ASSOCIATE PRODUCER:	Bill Nichols
CHOREOGRAPHER:	Tony Charmoli
SCENERY:	Theodore Cooper
COSTUMES:	Rose Bogdanoff
SPECIAL MATERIAL:	David Shaw, Jim Fritzell, Everett Greenbaum
MUSIC CONDUCTOR:	Harry Sosnik
MAKEUP:	Dick Smith.

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NBC-New York, 12/3/54

CREDITS FOR 'FIBBER McGEE AND MOLLY'

PROGRAM:	FIBBER McGEE AND MOLLY
TIME:	NBC Radio, Sundays through Thursdays, 10-10:15 p.m., EST
STARS:	Jim and Marian Jordan
FORMAT:	Family situation comedy of life in the mythical "Wistful Vista," featuring Fibber and Molly at home.
PRODUCER-DIRECTOR:	Max Hutto
WRITERS (alternating):	Phil Leslie, Ralph Goodman, Len Levinson.
SPONSORS:	Alternating participation by various sponsors.
ORIGINATION:	Hollywood
STARTING DATE (for current series):	Aug. 29, 1954
ORIGINAL STARTING DATE:	April 16, 1935

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NBC-New York, 12/3/54

CREDITS FOR "FIRESIDE MUSIC AND MELLY"

PROGRAM:	FIRESIDE MUSIC AND MELLY
LINE:	NBC Radio Service Chicago: Thursdays, 10-10:15 p.m., EST
STARS:	Jim and Verlen Jordan
FORMAT:	Family entertainment comedy of life in the Ozarks. Featuring "Walnut Ridge, Featuring Lumber and Molly as home.
PRODUCER-DIRECTOR:	Dan Davis
WRITERS (alternating):	Phil Leslie, Ralph Goodman, Don Ierstrom.
SPONSORS:	Alternating participation by various sponsors.
ORIGINATION:	Hollywood
FIRSTKNOWN DATE (for network series):	Aug. 29, 1934
ORIGINAL STARTING DATE:	April 15, 1935

'TONIGHT'S' EYDIE GORME GOES A-TRAVELING TO PROMOTE HER NEW 'PETER PAN' DISC

Eydie Gorme, youthful singer of Steve Allen's TONIGHT show (Monday through Friday, 11:30 p.m. to 1 a.m., EST) will give radio and television audiences in Cleveland, Ohio, an audible and visual treat on Monday, Dec. 6. In connection with the promotion of her latest record, "I've Gotta Crow," from the musical comedy "Peter Pan," Eydie will make radio and television appearances throughout the city. On Tuesday, Dec. 7 Eydie will move on to Pittsburgh and on Wednesday, Dec. 8 she will spend half-a-day in Philadelphia.

On a recent "Tonight" show Eydie performed the number dressed in a Peter Pan costume. It was the first time the hit tune from the Broadway musical had been done on television.

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GIANT ANIMAL CO. BUYS 10 QUARTER-HOURS ON NBC RADIO FOR CHRISTMAS TOY SALES

Giant Animal Company, Inc., has purchased 10 quarter-hour programs on the NBC Radio network to promote Christmas sales of their animal balloon toys.

The programs for the northern NBC Radio network were signed through Duane Jones Company, Inc., and are for the first 15 minutes of WOMAN IN LOVE, Monday through Friday, 3:05-3:30 p.m., EST, Dec. 6 through 10; HOTEL FOR PETS, Tuesday and Thursday, Dec. 7 and 9, 5:30-5:45 p.m., EST; ONE MAN'S FAMILY, Tuesday and Wednesday, Dec. 7 and 8, 7:45-8 p.m., EST, and one NEWS program Sunday, Dec. 5 from 11-11:05 a.m., EST.

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NBC-New York, 12/3/54

TRADE NEWS

December 6, 1954

'TOM CORBETT, SPACE CADET' PILOTS HIS SPACE SHIP TO NBC-TV; PROGRAM JOINS NBC SATURDAY MORNING BLOCK OF JUNIOR PROGRAMS

PREMIERE:

TOM CORBETT, SPACE CADET is piloting his space ship to the NBC-TV network as one of the Saturday morning attractions designed especially for children.

Tom and his "Space Cadet" friends will start their new series Saturday, Dec. 11 (NBC-TV, 11:30 a.m. to 12 noon, EST). It

(more)

SALUTE!

An all-star cast of entertainers, and top-level journalists, will salute the opening of the Overseas Press Club Memorial Press Center in New York, on "Dateline," a compatible color Spectacular on PRODUCERS' SHOWCASE Monday, Dec. 13 (NBC-TV, 8-9:30 p.m., EST). Marian Anderson, Perry Como, Martha Raye, Bob Hope, Eddie Fisher, Sid Caesar, Fred Allen, Carl Sandburg, Richard Rodgers, Carl Reiner, Bob Considine, John Daly, H.V. Kaltenborn, James A. Farley, Inez Robb, Milton Caniff and Lawrence Spivak are among the notables who will perform on the extravaganza.

joins in the special two-hour network grouping for children --"Happy Felton's Spotlight Gang" (10 a.m., EST), "The Paul Winchell and Jerry Mahoney Show" (10:30 a.m., EST) and "Funny Boners" (11 a.m., EST).

Starting Jan. 1, 1955, the program will be sponsored by Kraft Foods Company Confectionery Division, for its caramel products. The agency is J. Walter Thompson Company, Chicago, Ill.

The popular science-fiction program, in its fifth year on television, features interplanetary adventure taking place in the year 2354. Sets used in the series will include the Space Academy on Earth, the power deck of the space ship Polaris and space ports on various planets.

Stars of "Tom Corbett, Space Cadet" are Frankie Thomas, in the title role of the Earthman, and Al Markim as Astro, a Venusian. They and Ed Bryce, as Captain Strong, have filled those roles since 1950. The cast also includes Jack Grimes as T.J. Thistle, a new cadet who comes to Space Academy as an exchange student from Mars, and Pat Farris, as Dr. Dale.

In the initial telecast of the series on Dec. 11, a prank by the newcomer, T.J., almost causes a tragedy during a training flight on board the Polaris. He gimmicks a key meter, resulting in a radioactive beam pinning Astro behind an "atomic curtain." T.J. realizes his error and tries to rescue Astro, but he too is pinned behind the "curtain." Tom expertly pilots the space ship back to Earth, where he and Captain Strong are able to de-activate the "curtain" and release Astro and T.J.

Rockhill Productions, Inc., will produce "Tom Corbett, Space Cadet," which will be supervised by Albert Aley (who formerly wrote the show for four years) and directed by Ralph Ward. Dr. Wily Ley will serve as science editor. The program will originate in New York.

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NBC-New York, 12/6/54 FWK

3 - "Tom Corbett, Space Cadet"

Debut in the popular two-hour network programs for children -- "Happy Birthday Politicians Among" (10 a.m.; EST), "The Real Kaufman and Group Mommy Show" (10:30 a.m., EST) and "Among Heroes" (11 a.m., EST).

Starting Jan. 1, 2020, the program will be sponsored by Great Pacific Cosmetic Contraceptive division, for its newsmen's products. The company is a, Walter Thompson Company, Chicago. ...

The popular science-fiction program, in its fifth year of transmission, features Astrogeologic Cybernetic Guiding Alone in the year 2954. Data need in the series will include the space academy on Earth, the power desk of the cosmic Amp Patrol and space posts on various planets.

Stars of "Tom Corbett, Space Cadet" are Frankie Thomas, in the title role of the newsman, and Al Hamric as Astro, a Venusian, Cindy and Lu Lepre, as Cosmic Strong, have joined the main cast. The cast also includes Jack Gehman as T.J. Thorne, a new character who comes to Space Academy as an exchange student from Mars, and Pat Harris, as Dr. Grim.

In the initial episode of the series on Dec. 21, a press by the government, T.J., attempts to secure a temporary control a rocketing flight to found the Polonia. He promises a key weapon, resulting in a mathematical mass minimum matrix known as "Cosmic Antiatom." Tom, realizing his error and trying to escape arrives and he has is found on board the "Saturn." The Astro-Ty pilots the ship back to Earth. Meanwhile Al and Cadetin Jones are sent to co-ordinate his "mission" and release Astro and T.J.

Product sponsorship, Inc., will produce "The Cosmic Space Cadet," which will be repackaged by Admiral Ship Corp. Commercial space time for Tom Pearl and directed by Dalton Hart. Dr. Alex Cap will serve as science author. The program will originate in New York.

CREDITS FOR 'TOM CORBETT, SPACE CADET'

PROGRAM:	TOM CORBETT, SPACE CADET
TIME:	NBC-TV, Saturdays, 11:30 a.m. to 12 noon, EST.
NBC PREMIERE DATE:	Dec. 11, 1954
FORMAT:	Science-fiction program featuring interplanetary adventures taking place in the year 2354. Show is part of a two-hour Saturday group of programs (10 a.m. to 12 noon) designed especially for children.
STARS:	Frankie Thomas as Tom Corbett, and Al Markim as Astro.
CAST INCLUDES:	Jack Grimes as T.J. Thistle, Ed Bryce as Captain Strong, Pat Farris as Dr. Dale.
PRODUCER:	A Rockhill Productions, Inc., package supervised by Albert Aley.
DIRECTOR:	Ralph Ward
SCIENCE EDITOR:	Dr. Wily Ley.
SPONSOR:	Kraft Foods Company Confectionery Division, for its caramel products, starting Jan. 1, 1955.
AGENCY:	J. Walter Thompson Company, Chicago, Ill.
ORIGINATION:	New York

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NBC-New York, 12/6/54

CHOICE FOR "TOM CORBETT, SPACE CADET"

PROGRAM: TOM CORBETT, SPACE CADET

TIME: NBC-TV, Saturdays, 11:30 a.m. to 12 noon, EST.

NBC PRESENTATION DATE: Dec. 12, 1954

FORMAT: Science-fiction program featuring interplanetary adventures and place in the year 2524. Show is part of a two-hour Saturday group of programs (10 a.m. to 12 noon) designed especially for children.

STARS: Frankie Thomas as Tom Corbett, and Al Hewitt as Astro.

CAST INCLUDES: Jack Grimes as T.J. Christle, Ed Byron as Captain Strong, Pat Harris as Dr. Dale.

PRODUCER: A Rockhill Productions, Inc., package supervised by Albert Aley.

DIRECTOR: Robin Ward.

SCIENCE EDITOR: Dr. Willy Ley.

SPONSOR: Kraft Foods Company Cooperative-ly directing for the general product, starting Jan. 1, 1955.

AGENCY: J. Walter Thompson Company, Chicago, Ill.

ORIGINATION: New York

NBC TRADE NEWS

December 6, 1954

'HOME' TO ENTER 1955 with $3,500,000 BUSINESS SIGNED

"Home," NBC-TV's trail-blazing women's service program, will enter 1955 with more than $3,500,000 in business signed for the new year.

The magazine-concept show, which made its debut March 15, already has reached an 80 per cent sell-out level.

For the six weeks preceding Christmas, 187 of "Home's" 240 commercial positions have been sold. The fourth quarter time and billings amount to $1,900,000, and the 1954 billings for "Home" will total more than $3,200,000.

During 1954, "Home" signed 38 advertisers. The client list currently includes Alcoa, Avco Mfg. Co., Dow Chemical Co., E.I. DuPont, Glidden Co., H.J. Heinz, Necchi Sewing Machine Co., Northam Warren, Pepperell Mfg. Co., and the Sunbeam Corporation.

"Home," starring Arlene Francis, is seen Monday through Friday, 11 a.m.-12 noon, EST.

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NBC TRADE NEWS

December 6, 1954

RECORD $900,000 IN PARTICIPATIONS ON 'TODAY,' 'HOME' AND 'TONIGHT' ON NBC-TV BOUGHT BY STAR-KIST FOODS

- - -

Firm Also Buys Participation in Mary Margaret McBride's Series on NBC Radio Network

More than $900,000 in participations - a record high purchase for a single client on NBC-TV's TODAY, HOME and TONIGHT shows - has been bought by Star-Kist Foods, Inc., of Calif., Matthew J. Culligan, NBC National Sales manager, announced today.

The contract, beginning Jan. 5, 1955, provides for a once-a-week participation on the three shows. Star-Kist also bought a Wednesday participation on the Mary Margaret McBride 5-minute commentary NBC Radio Network show.

The T-H-T sale was handled by Walter G. Tolleson, NBC account supervisor for network sales, Western Division, of San Francisco, and Robert O. Davis and Tom Scholts, partners of Rhoades and Davis Advertising Agency.

Commenting on the Star-Kist sale, Mr. Culligan said:

"Star-Kist has achieved triplication of audience promotion, selling personality and merchandising value by buying "Today," "Home" and "Tonight" as a package. We anticipate a startling sales success for Star-Kist."

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NBC TRADE NEWS

December 6, 1954

NBC'S NEW STAGING SERVICES CENTER OPENS IN NEW YORK; BLOCK-LONG STRUCTURE OFFERS LAST WORD IN FACILITIES

- - -

Vast Layout, Designed for Efficiency, Is In Building Once Occupied by a Famous Old Department Store

A vast new Staging Services Center which services 95 per cent of the live video productions originating from NBC's New York and Brooklyn studios has been put into operation.

Culminating six months of planning and preparation, the entire first floor, mezzanine and large basement area of a building which extends an entire New York City block -- from 18th to 19th street on the Avenue of the Americas -- has been converted into a "Willow Run of TV." Its facilities are available for any NBC program originating in New York, whether created by NBC or by an outside producer.

Once the home of New York's self-styled "most magnificant department store" the building, in all its 60 years of existence, never has undergone such extensive and drastically different face-lifting.

The relocation of NBC's Staging Services from its former quarters on West 56th Street was perhaps one of the most

(more)

intricate and detailed operations of its kind in all the feverish history of tearing down and building up in New York.

It was comparable to picking up and moving some 400 complete houses -- roofs, walls and even contents -- practically overnight. Items transferred and installed included some 20,000 scenery units, 15,000 pieces of furniture and properties most of it very bulky, heavy and unwieldly.

A working personnel of 250 participated in the mammoth project, all of which was executed on a stop-watch schedule. Meanwhile, during this whole upheaval, over 100 NBC-TV programs a week were serviced with customary smooth punctuality and accuracy of inventory.

Leonard Hole, director of production for NBC-TV, in announcing activation of the new quarters, praised personnel for making the move so successfully.

"The fact that the move could be made and new quarters put into operation without a hitch was a tribute to the efficiency of the personnel and the techniques they have developed in the past year," said Mr. Hole.

When the building was the Siegal-Cooper department store in the Nineties, the display of merchandise on this main floor (to quote a handbook published by the store in 1898) "ran the gamut from choice cut flowers for the fair sex to cigars and tobaccos for the lords of creation."

Now its over 100,000 square feet of space is devoted to scenery and costume design, construction and painting of theatrical settings for NBC-TV productions, in addition to storage of thousands and thousands of props of all kinds and facilities for graphic arts, wardrobe and drapery departments.

(more)

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When the building was the Stage-Door department store in the 40nties, the display of merchandise on this main floor (to quote a handbook published by the store in 1929) "saw the gaunt frame adorned with flowers for the fair sex to pigeon and tobacco for the lords of creation.

Now its over 100,000 square feet of space is devoted to scenery and costume design, construction and painting of theatrical settings for NBC-TV productions, in addition to storage of thousands and thousands of props of all kinds and facilities for graphic arts, wardrobe and drapery departments.

(more)

3 - Staging Services

The expansive plate-glass windows on three sides of the first floor, which dramatized the opulent fashions of the Gay Nineties, soon will reveal to passersby an enlightening glimpse into this important, formerly behind-the-scenes aspect of video.

Best of all, the increased efficiency of operation achieved in the new quarters produces economic advantages for program producers who seek complete staging service and lower production costs.

Just as Siegal-Cooper claimed to have "everything of the best quality and sold at the lowest possible price," so will NBC provide high-quality facilities to the long roster of network programs, whether in black and white or color.

The new center's assembly line arrangement of equipment and materials makes it possible for skilled craftsmen in construction, painting, properties and allied crafts to transform the scenic designer's sketches and plans into reality. The expansive assembling floor allows for greater flexibility of movement in production line techniques, resulting in increased all-around efficiency and economy.

The construction shop and painting areas are double the previous size and a 50-foot fully-automatic paint frame with two flying bridges has been installed.

The fleet of scenery trucks can roll right through the building to load and unload without loss of time. Truck facilities now can accomodate up to 12 trucks at once, triple the previous capacity. Over 7,000 truckloads of scenery, properties and the like are transported annually.

Another feature of the new quarters is a versatile kind of storage bin made of slotted steel angles which can be adjusted to house

(more)

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Another feature of the new quarters is a versatile wall of storage bin made of slotted steel panels which can be adjusted to house

(more)

any size scenery or properties. Thousands of feet of these containers were erected to accommodate the tremendous library of sets and props which NBC Staging Services maintains for the production of shows varying from the most lavish color Spectaculars and NBC operas to low-budget quiz shows and product commercials.

Each of the many thousand items is catalogued individually and filed by a code system which makes it possible for designers and shop personnel to know the exact location of any piece at a moment's notice. Nothing is allowed to gather much dust from disuse. A continuing process of re-checking and sorting makes it possible to ultilize the valuable library space for only those articles most in demand.

Still more improvements in the new quarters are printing machines for the instantaneous duplication of designers' sketches and floor plans at a speed five times faster than the old; enlarged costume and drapery sections for these ever-expanding services; improved facilities for repair and maintenance of lighting equipment; larger consolidated quarters for design, graphic arts and building personnel; new production conference rooms, and a complete sprinkler system for improved fire protection.

Activities are under the direct supervision of James Glenn, director of plant operations; Norman Grant, director of art and design operations, and Walter Giebelhaus, manager of scenic production.

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NBC-New York, 12/6/54

any size scenery or properties. Thousands of feet of these cantilevers were created to accommodate the tremendous library of sets and props which RKO Staging Services maintains for the production of shows ranging from the most lavish color spectaculars and RKO movies to low-budget quiz shows and product commercials.

Each of the many thousand items is catalogued individually and filed by a code system which makes it possible for designers and shop personnel to know the exact location of any piece at a moment's notice. Nothing is allowed to gather dust from disuse. A continuing process of re-cataloging and selling makes it possible to utilize the valuable library space for only those articles most in demand.

Still more improvements in the new quarters are pointing machines for the instantaneous duplication of designers' sketches and floor plans at a speed five times faster than the old, enlarged costume and drapery sections for these rush-expediting services; improved facilities for repair and maintenance of lighting equipment; larger consolidated quarters for design, graphic arts and building personnel new production conference rooms, and a complete sprinkler system for improved fire protection.

Activities are under the direct supervision of James Olson, director of plant operations, Thomas Dunn, director of art and design operations, and Walter Gibbons, manager of theatre production

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NBC TRADE NEWS

December 6, 1954

KRAFT FOODS TO SPONSOR 'TOM CORBETT, SPACE CADET'

Kraft Foods Company Confectionery Division of Chicago, for its caramel products, will sponsor the popular science-fiction program, TOM CORBETT, SPACE CADET, on NBC-TV, Saturdays, 11:30 a.m., EST, starting Jan. 1, 1955. The order was placed through J. Walter Thompson Company of Chicago.

The program starts on NBC-TV Saturday, Dec. 11, as part of a two-hour group of Saturday morning shows slanted for the younger set.

Now in its fifth year on television, "Tom Corbett, Space Cadet" features interplanetary adventures taking place in the year 2354. Frankie Thomas stars in the title role of the Earthman, with Al Markim as Astro, a Venusian.

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NBC COLOR TELEVISION NEWS
A SERVICE OF RCA

NBC COLOR TELECASTS FOR WEEK

(Dec. 12-18)

Monday, Dec. 13

8-9:30 p.m., EST - PRODUCERS' SHOWCASE presents "Dateline," with Fred Allen, Marian Anderson, Sid Caesar, Perry Como, Eddie Fisher, Martha Raye, Richard Rodgers, Carl Sandburg, Bob Considine, John Daly, H.V. Kaltenborn, Elsa Maxwell and other stars and noted journalists. The show celebrates the opening of the new Overseas Press Club Memorial Press Center in New York City, and also will honor the more than 80 correspondents who died while serving in foreign lands.

Thursday, Dec. 16

9:30-10 p.m., EST -- FORD THEATRE - "Portrait of Lydia" with Donna Reed, Robert Horton and Nan Boardman. The play revolves about two art students in Paris whose romance is touched by tragedy.

Saturday, Dec. 18

9-10:30 p.m., EST -- Max Liebman presents "Babes in Toyland" with Dennis Day, Jack E. Leonard, Bil & Cora Baird, Wally Cox, Bambi Linn & Rod Alexander and Jo Sullivan. A television adaptation of Victor Herbert's great operetta.

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NBC-New York, 12/6/54

NBC RADIO TO BROADCAST BOSTON SYMPHONY CONCERT FROM U.N. GENERAL ASSEMBLY HALL, CELEBRATING SIXTH ANNIVERSARY OF DECLARATION OF HUMAN RIGHTS

A special concert of the Boston Symphony Orchestra direct from the General Assembly Hall of the United Nations in New York will be broadcast by the NBC Radio network to celebrat the sixth anniversary of the Declaration of Human Rights Sunday, Dec. 12 (starting at 6:30 p.m., EST). Eelco van Kleffens, president of the General Assembly will speak briefly. The noted Viennese soprano Irmgard Seefried will be soloist.

The hour-and-a-half concert of the Boston Symphony will be directed by the orchestra's noted conductor, Charles Munch. He has chosen a program, international in its character, for this special occasion. The broadcast concert will open with the "Water Music Suite" by Handel as arranged by Sir Hamilton Harty. This will be followed by the brief remarks of the General Assembly president.

Miss Seefried will sing five selections, accompanied by the orchestra: "With Verdure Clad," from "The Creation" by Haydn; and "Aller Seelen," "Morgen," "Weigenlied" and "Staendchen," all by Richard Strauss.

The concert will be concluded with Hector Berlioz' "Fantastic Symphony." Its five movements are: (a) dreams, passions; (b) a ball; (c) scene in the meadows; (d) march to the scaffold; and (e) dream of a witches' sabbath.

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NBC-New York, 12/6/54

NBC RADIO TO BROADCAST LOSTOW SYMPHONY CONCERT FROM

U.N. GENERAL ASSEMBLY HALL; COMMEMORATING SIXTH

ANNIVERSARY OF DECLARATION OF HUMAN RIGHTS

A special concert of the Boston Symphony Orchestra direct from the General Assembly Hall of the United Nations in New York will be broadcast by the NBC Radio network on Saturday, the sixth anniversary of the Declaration of Human Rights (Sunday, Dec. 12 (starting at 4:30 p.m., EST). Pablo van Kiefens, president of the General Assembly, will speak briefly. The noted Viennese soprano Irmgard Seefried will be soloist.

The hour-and-a-half concert of the Boston Symphony will be directed by the conductor's noted predecessor, Charles Munch. He will choose a program, international in its character, for this special occasion. The broadcast concert will open with the "Queen Mab" Scherzo by Berlioz as arranged by Sir Hamilton Harty. This will be followed by the Relief Prelude of the General Assembly president.

Miss Seefried will sing five selections, accompanied by the orchestra: "With Varied Glad," from "The Creation" by Haydn; and "Allar Hoslem" "Morgen," "Meinsmeinet" and "Ungedulden," all by Richard Strauss.

The concert will be concluded with Honegger's "Pacific 231" "Fantastic Symphony." The five movements are: (a) dream, passions; (b) a ball; (c) scene in the meadows; (d) march to the scaffold; and (e) dream of a witches' sabbath.

NBC-New York, Nov.5

NBC color television presents
A MAX LIEBMAN PRODUCTION

BESPECTACLED DAVE GARROWAY JOINS 'BABES IN TOYLAND' SPECTACLE AS A 1954 VERSION SANTA CLAUS ON NBC-TV SATURDAY, DEC. 18 (9 TO 10:30 P.M., EST)

Dave Garroway, complete with his heavy-rimmed glasses, will be a 1954 version Santa Claus when he stars in the Saturday, Dec. 18 Max Liebman Spectacular, BABES IN TOYLAND (NBC-TV, 9 to 10:30 p.m., EST). In the role of a department store Santa Claus, Garroway departs from his usual role of "communicator" familiar to viewers of his NBC-TV "Today" show.

In addition to Garroway, two other members have been added to "Babes in Toyland" cast. They are A. Robbins Jr. and Karin Wolfe.

Victor Herbert songs to be presented during the "Babes in Toyland" production include "Hail to Christmas," "Toyland," "I Can't Do the Sum," "The Song of the Poet," "Castles in Spain," "Don't Cry Bo-Peep," "Military Ball," "Go to Sleep" and "March of the Toys."

The program, in compatible color, may be seen on standard receivers in black and white. Nielsen surveys indicate that NBC Spectaculars are seen by an average of 31,000,000 viewers.

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NBC-New York, 12/6/54

'100 MILES OF DIMES' IS GOAL OF DR. FRANCES HORWICH IN NOVEL 'DING DONG SCHOOL' APPEAL FOR POLIO FUND

"A Hundred Miles of Dimes" will be the December goal of Dr. Frances Horwich, the Miss Frances of NBC-TV's DING DONG SCHOOL.

Spearheading a drive to collect over $500,000 as the contribution of the country's nursery-school of the air to the annual January polio fund drive, Miss Frances has announced plans to solicit "A dime from each member of your family" from her millions of small-fry fans. Several times a week during the month of December, Miss Frances will remind the tots of the dime campaign, and will show on the air the huge role of transparent tape on which the dimes will be fastened, one to the inch.

"Our goal of 'A Hundred Miles of Dimes,'" Dr. Horwich says, "would provide more than $600,000 to aid the fight against polio. Also, taking part in this campaign can be an extremely worthwhile experience for my pre-schoolers, showing that their school can help, just like the fund drives carried out in older brothers' and sisters' classrooms."

Miss Frances has asked that all contributions be sent to "Polio, Box 7766, Chicago 80, Ill."

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BARRY WOOD TALKS ON COLOR TV AS ADVERTISING MEDIUM

Barry Wood, NBC color coordinator and director of Special Events, addressed the annual meeting of the Public Utilities Advertising Association at the Hotel St. Moritz, New York, on Friday, Dec. 3.

Mr. Wood explained the advantages of color television as an advertising medium and illustrated his talk with color kinescopes of NBC color productions.

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NBC-New York, 12/6/54

THE TRUTH FUND

"CAN ANYONE FIND THE TRUTH?" BY DOLL OF DR. THEODORE WORCESTER

BY WAYNE "WING LAND SCHOOL" ARTICLE WHO FOUND THE

"A Question Filled in Blank" will be his Sunday goal in the

Phoenix Kendall, the Jade Theatre of Rock-TV's long song quartet.

Sponsoring a drive to collect over $100,000 as the results-

ation of the country's monetary-school of the air to the annual Tuesday

Polio Fund drive, this Phoenix has sponsored plans to collect "I dare

you been member of your family" from our millions of small-fry-land.

Vital time a week during the month of December, Alan Thomas will

reveal the face of the Blue Dragoon, and will move on the air the

old song of Christmas time as active and final will be fastened, one

of the data.

"Our goal of "A Question Filled in Blank" are worthwhile

would provide more than $50,000 to aid the Blue Dragon Polio

Fund, having met in this campaign our to an outstanding worthwhile

experience for my pre-education, meeting some vital people our help,

and time the Blue Dragon Polio Fund in a "Blue Lantern" our "Lantern"

Campaign."

Alan Thomas has added that all contributions be sent to

Polio, Box 1700, Chicago 90, Ill."

MORE MOOD MUSIC ON DECCA TV AS ANNOUNCER MOSTER

Sarah Moss, the color commentary and director of Decca

Records, announces the special recording of the first Initiation Anniver-

sary Association in the Saint Ti, Monte, and Tuff, on Friday, Dec. 3.

Mr. Moss is going the commission of color broadcasts on the

Christmas Medley and Eisenhower's his talk with color commentary of

the color broadcasts.

Chicago Trib, 12/6/53

NEW TECHNIQUE OF ELECTRONIC FILM EDITING ON 'BACKGROUND' MAKES FOR A BETTER SHOW AND CUTS PRODUCTION COSTS

A revolutionary process which involves television camera closeups, dollies and pans of a rear-screen projection is achieving superior results and saving money, too, in the NBC News Department's BACKGROUND studio these days.

"Background," which appears on NBC-TV at 5:30 p.m., EST on Sundays, is an interpretive reportorial show which involves the complicated and time-consuming process of sending crews into the field.

The new process, called electronic film editing, cuts time by nearly 40 per cent and can save from $2,000 to $3,000 a show, according to producer Ted Mills. It was devised by director John Goetz and NBC lighting engineer Walter O'Meara.

What it involves is this: The field camera crew makes a general shot including the principals and the background. This shot is projected on a screen from the rear and the studio camera, under Goetz's guidance, then moves forward and backward and sideways to pick out the desired closeups and angles.

Says producer Mills of his new process: "It's an enormous simplification and improvement in editing. We can get composition, impact and mobility that would be almost impossible for a field crew to get.

"Furthermore, it doesn't take up so much of our amateur performers' time. We spent from 6 p.m. to 5 a.m. shooting Val Bjornson in his home when he was the Republican candidate for senator. If we had perfected our electronic film editing process then we could have been done by midnight."

The process was used on the recent Detroit automobile industry show done by "Background." The show opened with a long shot of the interior of a bus, then moved the viewers through the bus to show newsman W.W. Chaplin interviewing various passengers.

Actually, the camera remained in the same place at the back of the bus throughout. The panning through the interior was all done in the studio by director Goetz.

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NBC-New York, 12/6/54

NEW TECHNIQUE OF ELECTRONIC FILM EDITING ON "BACKGROUND" MAKES FOR A SMOOTH SHOW AND CUTS PRODUCTION COSTS

A revolutionary process which involves television cameras, moviola and pans of a year-ahead production is utilized for television results and saving money, by the NBC News Department's BACKGROUND weekly news show.

"Background" which appears on NBC-TV at 3:30 p.m., EST on Sunday, is an interpretive reportorial show which involves the coordinated and time-measuring process of sending crews into the field.

The new process, called electronic film editing, cuts time by nearly 40 per cent and saves from $2,000 to $3,000 a show according to producer Don Hillis. It was devised by director John Sewell and his lighting specialist Walter O'Brien.

What it involves is this: The field crews cover events with a camera that including the principals and the background. This film is projected on a screen from the rear and the audio cassette, under director's guidance, then moves forward and backward and sideways to show off the desired closeups and angles.

Dave Brown of Hillis of the new process: "It's an exercise in simplification and improvement in editing. We can get compression, speed and mobility that would be almost impossible for a field crew to get."

"Furthermore, it doesn't take up so much of our cameraman's time. We spent from 6 p.m. to 3 a.m. shooting Val Peterson in his home when he was the Republican candidate for governor. If we had perfected our electronic film editing process then we could have done it by midnight."

The process was used on the recent Detroit automobile industry show done by "Background." The show opened with a long shot of the interior of a bus, then moved the viewers through the bus to interview W.W. Coughlin investigator extraordinary.

Actually, the cameras remained in the same place at the back of the bus throughout. The opening through the interior was filmed in the studio by director Sewell.

NBC-New York, 11/12/54

DOUBLE CORONATION FOR 'TONIGHT' SINGERS

There's a touch of royalty to Steve Allen's TONIGHT show this week (NBC-TV, Monday through Friday, 11:30 p.m. to 1 a.m., EST).

Pretty vocalist Pat Marshall will be crowned Queen, and singer Andy Williams the King, of the Varsity Drag at the New York University School of Commerce Varsity Drag on Dec. 10. Andy and Pat often work as a singing duo on the late-night comedy and music show, but this will be their first extra-curricular appearance as a team.

The King and Queen of the Varsity Drag were selected by 10,000 students.

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WLW-D'S 'HEADLINE HUNT' TV PROGRAM IS CITED IN AWARD BY FOREIGN POLICY ASSOCIATION TO DAYTON COUNCIL

An "education plus entertainment" TV program carried on a sustaining basis by Station WLW-D, NBC affiliate in Dayton, Ohio, was cited in a $1,000 community award present today (Dec. 6) by the Foreign Policy Association to the Dayton Council on World Affairs for its use of TV in popular education in world affairs.

"Headline Hunt," one of the Dayton Council's community projects, is a contest show involving two teams of three students each and a moderator who presents visual clues.

The award, established for the "most significant contribution to citizen education in world affairs," was announced in New York by John W. Nason, president of the Foreign Policy Association. John D. Yeck, chairman of the Dayton Council on World Affairs, accepted the award on behalf of the Council.

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NBC-New York, 12/6/54

[illegible] INCREASES FOR 'VICTORY' [illegible]

Results of Drive of Volunteers for Home Activity Exceeded Nine Times over (Sec-WV, Monday, Morning Mirror, 41.00 Pub. Ed. 1 A.M., OCT).

Fifty volunteers for Monroeville will be crowned Queen, and others may utilize the time of the Variety Show at the New York University School of Commerce, Monday, Oct. 20. Ready and for action only on a minute's one of the Sixty-Minute Concert and Dance, but they will be ready [illegible] Home Activity Committee, in a bank.

The King has been a [illegible] Monroeville [illegible] entries by 10,000 [illegible].

[illegible] 'MONROEVILLE' [illegible] TO PROMOTE HOLIDAY [illegible] TO ACTIVE [illegible]

[illegible] Monroeville [illegible] to promote [illegible] entertainment [illegible] to a [illegible] 10,000 [illegible] [illegible] (Sec. 6) by the [illegible] Public Information [illegible] [illegible] [illegible] of [illegible] popular [illegible] [illegible].

"Monroeville Week," one of the [illegible] Monroeville community [illegible], is a contest [illegible] [illegible] [illegible] a [illegible] who [illegible] [illegible].

The award, [illegible] [illegible] "Best [illegible] [illegible] to [illegible] Home Activity" was [illegible] [illegible] [illegible] W. [illegible], President of the [illegible] [illegible] [illegible]. [illegible] [illegible], chairman of the [illegible] [illegible] [illegible], [illegible] [illegible] [illegible] [illegible] [illegible] [illegible].

[illegible] Eve. [illegible]

NEWS from NBC

'AMAHL AND THE NIGHT VISITORS,' MENOTTI'S OPERA OF A CRIPPLED BOY AND HIS MIRACULOUS CURE, TO BE PRESENTED ON 'HALL OF FAME'

Gian Carlo Menotti's poignant opera, "Amahl and the Night Visitors," again will be presented by NBC-TV on the "Hallmark Hall of Fame," Sunday, Dec. 19 (5 p.m., EST).

The cast will be the same as last year with Bill McIver, boy soprano, in the title role and Rosemary Kuhlmann, mezzo-soprano, as the mother. Thomas Schippers again will conduct. The three kings also will be played by the same men who have appeared in all of the NBC productions of the work: William Aiken as King Melchior, Leon Lishner as King Balthaser, and Andrew McKinley as King Caspar.

Francis Monachino again will be the kings' servant. The three dancing shepherds will be John Butler, Glen Tetley and Felicia Conde, who also appeared in the production on NBC last season, with the choreography by Butler.

The production will be presented as originally conceived and directed by Gian Carlo Menotti, who composed the score and wrote the libretto. Eugene Berman's celebrated settings and costumes will be used. Kirk Browning will direct the presentation, which is produced by Samuel Chotzinoff, with Charles Polacheck as associate producer.

(more)

Menotti's tender opera about a little crippled boy who is miraculously cured when he offers his crutch to the three kings, to be taken as a gift to the Christ Child, has in a few years become a Christmas classic. The opera was written by Menotti on commision from the National Broadcasting Company, which had previously commissioned him to write an opera for radio: "The Old Maid and the Thief." "Amahl and the Night Visitors" first was presented on Christmas Eve in 1951. This will be its fifth presentation on NBC. The role of Amahl was originally sung by Chet Allen, who outgrew the part after two performances. Bill McIver has sung in the two subsequent performances on NBC.

"Amahl and the Night Visitors" has been presented in hundreds of live performances in cities throughout the U.S. and in many European countries. Wherever it has been given, it has met with tumultuous acclaim.

The Columbus Boychoir of Princeton, N.J., will share the "Hall of Fame" program. The opera runs about 50 minutes, and the choir will round out the time period with a program of appropriate Christmas music. Herbert Huffman is conductor of the choir, from which Bill McIver was chosen for the role of Amahl. Chet Allen also had been in the choir, as were many of the other "Amahls" who sang the role in the New York City Opera Company.

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NBC-New York, 12/7/54

Moscati's Tamer opens about a little whipped dog who is miraculously saved from a drive-in car by the Grand Lama, he who happens to be a lady in the Tibetan Opera, and is a few years beyond a Christmas classic. The opera has variety of thought on commission from the National Broadcasting Company, which had previously encouraged him to write an opera for them: "The Old Man and the Tiger," "Amahl and the Night Visitors" first was presented on Christmas Eve in 1951. This will be his first presentation on NBC. The role of Amahl was originally sung by Chuck Allen, who opened the past Christmas two performances. Bill Malone was sung in the two subsequent productions on NBC.

"Amahl and the Night Visitors" has been presented in many areas of live performances in Ohio's vaudeville and U.S., and in many European countries. Wherever it has been shown, it has met with enthusiastic reaction.

The Columbus Symphony of Orchestra, N.Y., will show the "Bill or Tom" program. The opera was about 30 minutes, and the whole bill round out the time needed with a program of Christmas music. Marcia Dorman is conducted by the chorus. From which Bill Malone was chosen are the soloist of Amahl. Both Allen Chuck had been in the choir, as have many of the other "Amahls" who sang the role in the New York City Opera Company.

Rockefeller Center, New York

LIGHTING OF ROCKEFELLER CENTER YULE TREE TO BE TELECAST ON 'HOWDY DOODY' WITH CLARABELL AND STEVE ALLEN ON HAND

Clarabell, lovable clown of the HOWDY DOODY show and Steve Allen, bright star of TONIGHT both on NBC-TV, will join hands to throw the switch that will light Rockefeller Center's 22nd annual Christmas tree Thursday, Dec. 9 (5:45 p.m., EST).

The tree was moved into place Monday, Nov. 29, and workmen began stringing the 2,000 bulbs that will be in place and ready to burst into holiday color on Thursday. They will remain burning until the tree is taken down Jan. 2.

The lighting ceremony will be televised on the "Howdy Doody" telecast (NBC, Mondays-Fridays, 5:30-6 p.m., EST) as it takes place and thus the more than 25,000,000 youngsters throughout the U.S. who witness the show daily will be able to see the festive event coming from Rockefeller Plaza.

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NBC-New York, 12/7/54

DIRECTION OF BOROUGHWIDE CENTRAL TOLL TAXES TO BE DETERMINED
ON 'BENNY SHORT' NIGHT BASKETBALL AND BOWLING ALLEY ON PARKS

Commencing, perhaps a week or two before Xmas, the Bronx Bliss, Brooklyn Bliss, Manhattan Bliss and Queens Bliss, will join hands to bring you, during their only night Borough-Wide Central Toll Taxes, the Bronx Bliss Jamboree, Dec. 9 (Sat., Dec. 9th).

The time has come to bring back Benny Short, Nov. 29, and welcome Negro Jazz-Singing Joe Cobb into the Bliss will. We is in place and ready to burst into Jubilee Jamboree on Saturday. They will remain swinging until the Bronx is taken down, Dec. 9.

The Jubilee Jamboree will be followed on the "Benny Short" Internal (BSI, Benny-Bliss), 5:30-6 p.m. (BST) at 17 Bliss place and from the only Bliss 25,000,000 jamboree. I suggest the 5:30, you behave the Bliss daily will be Jubi to see the Jamboree. Avoid mobing from Boroughwide Bliss.

NED LOCKE STARS AS CAPTAIN HARTZ ON TV SHOW

Ned Locke, popular Chicago TV actor, is now the star of NBC-TV's CAPTAIN HARTZ AND HIS PETS, seen Sundays, 12 noon-12:15 p.m., EST.

Locke's role is that of an airline pilot who collects interesting pets in his overseas travels and tells his teen-aged friend, Jerry Garvey, about them. In real life, Locke is a flier and aviation expert and for some time had his own program, "Uncle Ned's Squadron," telecast over WNBQ, Chicago. He replaces Tom Mercein as Captain Hartz

In addition to his work in TV, Locke has been director of the Iowa Aeronautics Commission since 1948 and has been a professional actor since age 16. He lives in Des Moines, with his wife and two children, and commutes by air to Chicago.

"Captain Hartz and His Pets" is produced in Chicago for Hartz Mountain Products of New York, makers of bird seed and pet food.

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BEN GRAUER TO BE MODERATOR OF 'WHERE HAVE YOU BEEN?'

Ben Grauer, NBC news commentator, tackles a new assignment this week when he steps in as moderator of the new NBC Radio travel-quiz show, WHERE HAVE YOU BEEN? (Thursdays, 9:30 p.m., EST). The regular panel includes Sylvia Lyons, Peggy McCay, Morey Amsterdam and Horace Sutton.

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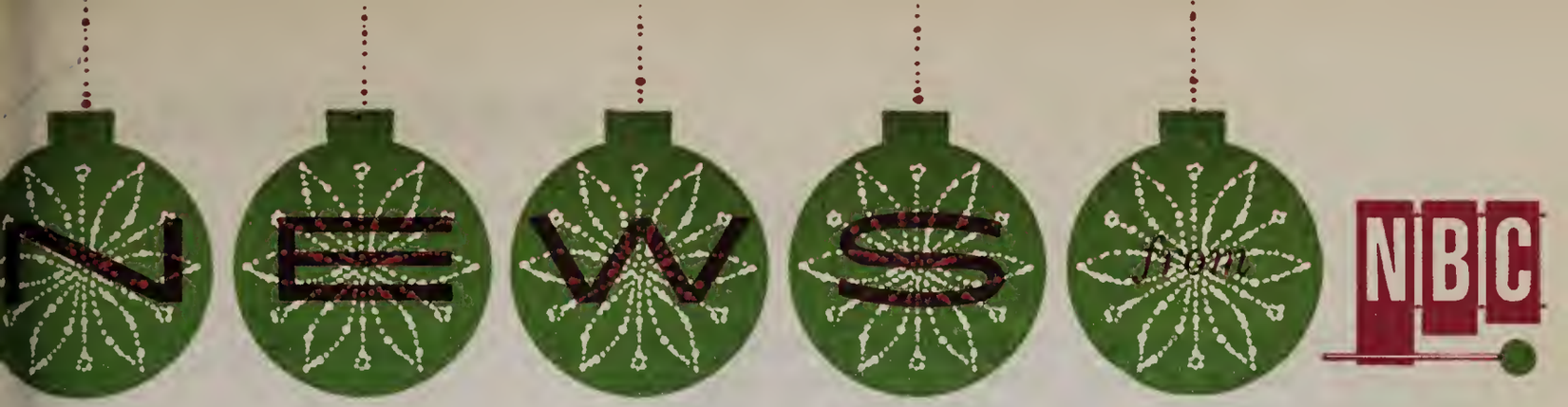
NBC-New York, 12/7/54



STORY OF THE YULETIDE TO BE TOLD IN DRAMA, MUSIC, VARIETY AND SPECIAL EVENTS ON NBC-TV NETWORK

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Programs Listed for Holiday Season

President Eisenhower's holiday message to the nation as he lights the tree that stands on the Ellipse opposite the south lawn of the White House ... Midnight Mass on Christmas Eve in St. Patrick's Cathedral in New York ... a Christmas Day service in the National Cathedral in Washington ... the annual performance of Gian Carlo Menotti's magical "Amahl and the Night Visitors" ... A Spectacular revival of the Victor Herbert operetta, "Babes in Toyland" ... a Robert Montgomery production of Dickens' "David Copperfield" in two parts ...

These are only a few of the holiday highlights in NBC Television's observance of the Christmas season.

Following is a roundup of the Christmas features (all times EST). Additional details about these (and other) holiday presentations will be announced soon.

(more)

SUNDAY, DEC. 12

1:30-2 p.m.	FRONTIERS OF FAITH -- The noted ballad singer Burl Ives and the Columbus Boychoir of Princeton, N.J., offer music for the Christmas season. The Very Rev. Dr. James E. Pike, dean of the New York Cathedral of St. John the Divine, will deliver a seasonal message, "The Christmas Gift." Ives will sing "Fum, Fum, Fum," "Christmas Candles," and "O, Holy Night." The Boychoir will be heard in "Jingle Bells," "Carol of the Birds" and "We Wish You a Merry Christmas."

MONDAY, DEC. 13

11 a.m.-12 noon	HOME -- Author Howard Whitman offers the first in a series of five talks on "The Life of the Bible," a consideration of its history, language, wisdom and inspiration; Victor D'Amico, director of the Museum of Modern Art in New York City, and Mrs. Moreen Maser, art teacher affiliated with the museum, guides children in the how-to's of making Christmas cards, decorations, wire "drawings" and paintings; Don Craig Octette sings holiday music; Christmas gift suggestions for pre-teen girls, age 10-13.

TUESDAY, DEC. 14

7-9 a.m. EST & CST	TODAY -- Display of luxurious holiday gifts, including some of the most expensive and fantastic on the market.
11 a.m.-12 noon	HOME -- Holiday features include "Life of the Bible," with Howard Whitman; Children's Holiday Carnival, presented in cooperation with the Museum of Modern Art; Christmas party suggestions for teen-agers; gifts for pre-teen boys, age 10-13.
8-9 p.m.	BUICK-BERLE SHOW -- Milton Berle plays a department store Santa Claus, with assistance from guest star Janet Blair, and regulars Smith & Dale, Arnold Stang, and Nancy Walker.

(more)

SUNDAY, DEC. 10

1:30-2 p.m. — PRACTICES OF FAITH -- The seven-member Soul Live and the Columbus Symphony of Princeton, N.J., offer music for the Christmas season. The Very Rev. Dr. James R. Fike, dean of the New York Cathedral of St. John the Divine, will deliver a seasonal message. "The Christmas Gift." Live will sing "Dum, Dum, Dum," "Christmas Carolers," and "O, Holy Night." The Symphony will be heard in "Gloria Deis," "Carol of the Bells" and "We Wish You a Merry Christmas."

MONDAY, DEC. 12

11 a.m.-12 noon — NOW -- Author Howard Nelson offers the first in a series of five talks on "The Life of the Mind," a consideration of the history, language, wisdom and imagination, creator Dynamic, structure of the human of Modern art in New York City. Also are, Mirror Mirror, art teacher Alfred and with the musical guides children in the how-to's of making Christmas cards, decorations, wire "drawings" and paintings; Don Craig reviews stage holiday music; Christmas gift suggestions for pre-teen girls, see 10-23.

TUESDAY, DEC. 13

7-9 a.m. — TODAY -- Display of Christmas holiday gifts, including some of the most extravagant and fantastic on the market.

10:1 a.m.-11:1 noon — NOW -- Holiday Festival includes "Life of the Birds," with Howard Nelson; Children's Holiday Carnival, presented in cooperation with the Museum of Modern Art; Christmas party suggestions for teen-agers; gifts for pre-teen girls, see 10-23.

5-6 p.m. — QUICK-SEEN NOW -- Milton Berle plays a department store Santa Claus, with assistance from guest star Janet Blair, and regulars Smith & Dale, Arnold Stang, and Nancy Walker.

WEDNESDAY, DEC. 15

11 a.m.-12 noon	HOME -- Holiday features include "Life of the Bible," with Howard Whitman; Children's Holiday Carnival, presented in cooperation with the Museum of Modern Art, New York; the Don Craig Octette in Christmas songs; gifts for grandma; holiday menu suggestion by Chef Phillip; Mrs. Sherman Hoyt, dog breeder and trainer, gives tips on how to buy a dog for Christmas.

THURSDAY, DEC. 16

11 a.m.-12 noon	HOME -- Holiday features include outdoor Christmas decorations by garden editor Will Peigelbeck; gifts for grandpa; Children's Holiday Carnival, presented in cooperation with the Museum of Modern Art, New York; Christmas songs by the Don Craig Octette; "The Life of the Bible," with Howard Whitman.

FRIDAY, DEC. 17

11 a.m.-12 noon	HOME -- Holiday features include Children's Holiday Carnival, presented in cooperation with the Museum of Modern Art, New York; "The Life of the Bible," with Howard Whitman; gifts and ideas for Christmas parties for boys and girls, age one to 10.
5:15-5:30 p.m.	CHRISTMAS MESSAGE TO THE NATION FROM PRESIDENT EISENHOWER telecast from the annual tree-lighting ceremonies from the Ellipse opposite the south lawn of the White House.-- A mixed chorus and the U.S. Marine Band will offer a selection of Christmas carols.
8-8:30 p.m.	JACK CARSON SHOW -- Jack Carson reminisces about last year's Christmas in Mexico and shows film inserts of his Christmas holiday there. Dennis O'Keefe will be guest. Connie Towers will sing "White Christmas."

(more)

SATURDAY, DEC. 18

10:30-11 a.m.	PAUL WINCHELL AND JERRY MAHONEY SHOW -- The Jerry Mahoney Club plans a Christmas party for needy children.
9-10:30 p.m.	BABES IN TOYLAND -- A Max Liebman Spectacular, presenting a TV adaptation of Victor Herbert's famous operetta. With Dennis Day, Jack E. Leonard, Bil & Cora Baird, Wally Cox, Bambi Linn & Rod Alexander, Jo Sullivan, and Dave Garroway as a 1954 version of Santa Claus. Victor Herbert songs will include "Toyland," "Hail to Christmas," "March of the Toys." (The program, in compatible color, will be seen on standard receivers in black and white.)
10:30-11 p.m.	YOUR HIT PARADE -- Christmas fantasy featuring a gala ice-skating sequence on the rink at New York's Rockefeller Center and closing with the entire company singing "O Holy Night" under the Christmas Tree beside the rink. Company includes vocalists Dorothy Collins, Gisele MacKenzie, Snooky Lanson and Russell Arms; Raymond Scott and his orchestra; the Hit Parade Singers and Dancers; skating guest artists.

SUNDAY, DEC. 19

1:30-2 p.m.	FRONTIERS OF FAITH -- "A Nickname for Igor," a drama by Albert and Lois Crews about a family that settles in Iowa after a long period in Displaced Persons camps in Europe. (Presented in cooperation with the National Council of Churches).
2-2:15 P.M.	NO ROOM IN THE INN -- Talk by Bishop Fulton J. Sheen, national director of the Society for the Propagation of the Faith and Auxiliary Bishop of New York, speaking in support of aid for the Society's world missions.

(more)

SATURDAY, DEC. 18

10:30-11 a.m. FAST WINCHELL AND JERRY MANDERY SHOW -- The Jerry Mahoney Club plays a Christmas party for needy children.

8-10:30 p.m. PAGES IN TOYLAND -- A Max Liebman Spectacular, presenting a TV adaptation of Victor Herbert's famous operetta, with Dorothy Kirsten, Alan E. Lenzoni, Bil & Cora Baird, Nanny Doe, Bambi Linn & Ken Allderdice, Jo Sullivan, and Dave Gardner as a 1908 version of Santa Claus. Victor Herbert songs will include "Toyland," "Hail to Christmas," "March of the Toys." (The program, in compatible color, will be seen on standard receivers in black and white.)

10:30-11 p.m. NOON HOT PARADE -- Christmas fantasy featuring a gala ice-skating spectacle on the rink of New York's Rockefeller Center and dancing with the entire company sing-along 'O Holy Night' under the Christmas tree beside the rink. Company includes vocalists Dorothy Collins, Gisele MacKenzie, Snooky Lanson and Russell Arms; Raymond Scott and his orchestra; the NBC Parade Singers and Dancers; skating guest artists.

SUNDAY, DEC. 19

1:30-2 p.m. MOMENTS OF FAITH -- "A Midsummer Eve's Dream," a drama by Albert and Lois Crane about a family that endures in love after a long period in Displaced Persons camps in Europe. (Presented in cooperation with the National Council of Churches).

5-5:15 P.M. NO HOUR IN THE SUN -- Talk by Bishop Fulton J. Sheen, National Director of the Society for the Propagation of the Faith and Auxiliary Bishop of New York, speaking in support of air for the Society's world missions.

SUNDAY, DEC. 19 (CONT'D)

4:30-5 p.m.	ZOO PARADE -- For its annual Christmas telecast Marlin Perkins, director of Chicago's Lincoln Park Zoo, reads to the zoo animals from his picture-story book, "One Magic Night," legend of the animals who were given the power of speech on Christmas night. Animal members (mostly simian) of the show's roster of stars will perform a pantomime version of "A Visit from St. Nicholas," while Perkins reads the familiar story for them.
5-6 p.m.	HALLMARK HALL OF FAME presents "Amahl and the Night Visitors" -- Bill McIver portrays Amahl and Rosemary Kuhlmann is his mother in this annual Christmas production of the Gian Carlo Menotti opera.
10-10:30 p.m.	THE LORETTA YOUNG SHOW -- "Time and Yuletide," drama starring Loretta Young as a young woman who makes a Christmas happy for a group of old folks.

MONDAY, DEC. 20

11 a.m.-12 noon	HOME -- Holiday features include a Christmas Shopping Festival; carols by the Don Craig Octette; "The Life of the Bible," with Howard Whitman.
9-9:30 p.m.	MEDIC -- "Red Christmas," drama of the tragic outcome of a Christmas office party at which the principals have too much to drink and wind up in an auto crash. (The message of caution and safety on the highways is implicit throughout the story and receives its most insistent statement in the dialogue which takes place outside the operating room between a doctor and the driver of the accident car).
9:30-10:30 p.m.	ROBERT MONTGOMERY PRESENTS THE JOHNSON'S WAX PROGRAM -- "David Copperfield" (Part I), a TV adaptation of the Charles Dickens classic with Rex Thompson as David the boy. (The second and final part will be telecast Dec. 27).

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MONDAY, DEC. 17 (CONT'D)

4:30-5 p.m. ZOO PARADE -- For the annual Christmas television Public Service, director of Chicago's Lincoln Park Zoo, reads to the zoo animals from his children-story book, "One Magic Night," legend of the animals who were given the power of speech on Christmas night. Animal members (mostly mimics) of the director's cast of stars will perform a puppetized version of "A Visit from St. Nicholas," with Patsy Kelly read the familiar story for them.

5-6 p.m. BALTIMORE BALL CLUB MUSEUM presents "Annual and the Front Visitors" -- Bill Heiser portrays Saint and Mercury Kahlmann in his memory in this annual Christmas production of the Olin Civic Museum.

10-10:30 p.m. THE LOUISVILLE VOICE SHOW -- "Time and Tuesday," drama starring Loretta Young as a young woman who makes a Christmas wish for a group of old Indian.

MONDAY, DEC. 20

11 a.m.-12 noon GOAT -- Holiday Feature Include a Christmas Shopping Festival; guests is the Don Orig Orchestra; "The Life of the Bible," with Howard Whitman.

9-9:30 p.m. MUSIC -- "Red Christmas," drama of the tragic outcome of a Christmas office party at which the principals have too much to drink and wind up in an auto crash. (The message of caution and safety on the highways is implicit throughout the story and receives its most brilliant statement in the dialogue which takes place outside the operating room between a doctor and the driver of the accident car).

9:30-10:30 p.m. MORRIS MONTGOMERY PRESENTS THE DOMINOES'S BIG PROGRAM -- "Irish Countryfield" (Feature X), a TV adaptation of the Charles Dickens classic with Ben Thompson as David the boy. (The second and final part will be telecast Dec. 27).

(more)

TUESDAY, DEC. 21

7-9 a.m., EST & CST	TODAY -- Filmed report on J. Fred Muggs' visit to the North Pole, -- North Pole, N.Y., that is.
11 a.m.-12 noon	HOME -- Holiday features include a Christmas Shopping Festival; carols by the Don Craig Octette; "The Life of the Bible," with Howard Whitman.
9:30-10 p.m.	ARMSTRONG CIRCLE THEATRE -- "Ring Twice for Christmas," a comedy by Jerome Ross about a pair of crooks called upon to play Santa Claus at a party in a wealthy home.

WEDNESDAY, DEC. 22

7-9 a.m., EST & CST	TODAY -- Representatives of the Protestant and Catholic faiths will deliver Christmas messages.
11 a.m.-12 noon	HOME -- Holiday features include a Christmas Shopping Festival; carols by the Don Craig Octette; "The Life of the Bible,' with Howard Whitman.

THURSDAY, DEC. 23

11 a.m.-12 noon	HOME -- Holiday features include a Christmas Shopping Festival; carols by the Don Craig Octette; "The Life of the Bible," with Howard Whitman.
9-9:30 p.m.	DRAGNET -- A special Christmas drama filmed in color, first presented last year, dealing with the theft of a figure of the Christ Child from its cradle in a Nativity setting at a church altar on Christmas Eve. Detective Sgt. Joe Friday (Jack Webb) and his partner Frank Smith (Ben Alexander), assigned to the case, make every effort to find the culprit and return the cherished religious object before the morrow's Mass.

FRIDAY, DEC. 24

7 a.m.-9 a.m. (EST and CST)	TODAY -- The Boys' Town Choir will offer Christmas music in a live pickup from Omaha, Neb.

(more)

TUESDAY, OCT. 20

7-9 a.m., EST & CST — TODAY -- Pioneer Journey on a, Dog Sledge! Visit to the North Pole, -- Santa Claus, P.F., Lake Ec.

11 a.m.-12 noon — TODAY -- Holiday Jewelry Designs & Holiday Decorating Activity, Demos by the Jem Group Officers. "The Life of the Bride," with Howard Williams.

8:30-10 p.m. — Professional Circus Show -- "Ring Twice for Christmas," a comedy by Jerome Kern about a pair of broke vaudeville hoofers Claude Cooper of a dairy in a Wisconsin town.

WEDNESDAY, OCT. 21

7-9 a.m., EST & CST — TODAY -- Representatives of the Professional Cattlemen's Riding Well Demonstration Show.

11 a.m.-12 noon — TODAY -- Holiday Buffet Includes a Christmas Shopping Activity, Demos by the Jem Group Officers. "The Life of the Bride," with Howard Williams.

THURSDAY, OCT. 22

11 a.m.-12 noon — TODAY -- Holiday Designers Include a Christmas Shopping Activity, Demos by the Jem Group Officers. "The Life of the Bride," with Howard Williams.

3-3:30 p.m. — DRAMATY -- A special Christmas drama filmed in Moline, Illi. Dressed last year, dealing with the search of a family of the twelve child. From life, rewrite it a Matinee setting it a person story on Christmas Eve. Featuring Mr. Jon Finney (Alice Mary) and his partner Frank Smith (Tom Alexander). Assigned to Jon Jem, make every effort to find the original and re-turn the original illustrator original before the morrow's show.

FRIDAY, DEC. 23

7 a.m.-9 a.m. (EST and CST) — TODAY -- Gym Shoes: Some Jemco well, other Professional models. Talk a live playing from Jemco, Inc.

FRIDAY, DEC. 24 (CONT'D)

11 a.m.-12 noon	HOME -- Special Christmas show.
7:30-7:45 p.m.	COKE TIME STARRING EDDIE FISHER -- Music for Christmas sung by Eddie Fisher and by the Tuskegee Institute Choir.
12 Mid.-1:45 a.m.	MIDNIGHT MASS FROM ST. PATRICK'S CATHEDRAL, New York City -- Pontifical Midnight Mass from the nationally famous Catholic church on Fifth Avenue, New York. Midnight mass, said "in nocte" (during the night), is one of the three Proper Masses of the feast of Christ's Birthday. His Excellency the Most Rev. Joseph F. Flannely, Auxiliary Bishop of the Archdiocese of New York and administrator of St. Patrick's Cathedral, will offer the Mass. The Rev. Edwin B. Broderick, secretary to Cardinal Spellman, will deliver the sermon.

CHRISTMAS DAY, SATURDAY, DEC. 25

10:30-11 a.m.	PAUL WINCHELL & JERRY MAHONEY SHOW -- The entire cast takes part in a production of Knucklehead Smiff's version of the Dickens "Christmas Carol."
11 a.m.-12 noon	CHRISTMAS DAY CHURCH SERVICE FROM WASHINGTON CATHEDRAL, Washington, D.C. -- Telecast of the regular church service (Protestant Episcopal) from the Cathedral. Dean Francis B. Sayre Jr., minister, will officiate.
2:45-5:30 p.m.	BLUE-GRAY FOOTBALL GAME -- The annual football game played in Montgomery (Ala.) Crampton Stadium, -- an all-star game with selected players from universities north and south of the Mason-Dixon Line. All profits are distributed among the associated charities of Montgomery, which care for the crippled children and blind of all races.
9-9:30 p.m.	IMOGENE COCA SHOW -- Imogene will play a street urchin in a holiday fantasy.

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FRIDAY, DEC. 21 (CONT'D)

11 a.m.-12 noon — NBC — Special Christmas Show.

7:30-7:45 p.m. — CONE WING STARTING EARLY BIRDS — Music for Christmas song by Dante Pralow and by the Tuskegee Institute Choir.

10 p.m.-1:45 a.m. — MIDNIGHT MASS FROM NY, PATRICK'S CATHEDRAL, New York City -- Traditional Midnight Mass from the Metropolitan Opera Chorale conducted by Fritz Reiner, New York. Midnight mass, said "in recte" (during the night), by one of the three Proper Bishops of the Church of Christ's Mandate. His Excellency the Most Rev. Joseph P. Flannelly, auxiliary bishop of the Archdiocese of New York, and chancellor of Rt. Reverend's cathedral, will offer the mass. The Rev. Edwin G. Immerick, secretary to Cardinal Spellman, will deliver the sermon.

CHRISTMAS DAY, MONDAY, DEC. 24

10:30-11 a.m. — FAST VIRTUOSO & SCHOOL MARCHING BAND -- The school band-dance team in a production of Rockefeller Center's version of the Nutcracker "Christmas Carol".

11 a.m.-12 noon — CHRISTMAS DAY CHURCH SERVICE FROM MARINE-TOM CATHEDRAL, Washington, D.C. -- Telecast of the regular church service (invitation only) from the Cathedral. Dean Francis R. Sayre Jr., minister, will officiate.

2:45-3:30 p.m. — BLUE-GRAY BOWTIES GAME -- The annual Blue-Gray game played in Montgomery (Ala.) Convention Station -- an all-star game with selected players from universities north and south of the Mason-Dixon line. All profits are distributed among the Montgomery municipalities of Montgomery, which care for the crippled children and blind of all races.

9-9:30 p.m. — INCOGNO WITH MOM -- Imogene will play a school urchin in a bowling factory.

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SATURDAY, DEC. 25 (CONT'D)

9:30-10 p.m.	TEXACO STAR THEATRE -- Donald O'Connor and the Mitchell Boys' Choir will sing Christmas carols. Donald's songs will include "Christmas Can Be Every Day."
10:30-11 p.m.	YOUR HIT PARADE -- Christmas themes will be featured in each of the program's musical segments.

MONDAY, DEC. 27

9:30-10:30 p.m.	ROBERT MONTGOMERY PRESENTS THE AMERICAN TOBACCO THEATRE -- "David Copperfield" (Part II), the second and final installment of a TV adaptation of the Charles Dickens novel.

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NBC-New York, 12/8/54

NBC TRADE NEWS

A SERVICE OF RCA

December 8, 1954

GROUP OF NEW SALES AND RENEWALS ANNOUNCED BY NBC TELEVISION

A group of major program sales and renewals on the NBC-TV network were announced today by Edward R. Hitz, Vice President in charge of Television Network Sales of the Central Division, Chicago.

International Shoe Company, through D'Arcy Advertising, contracted for sponsorship of the DING DONG SCHOOL program (10 to 10:30 a.m., EST) on five consecutive Tuesdays beginning March 1, 1955. Richard Campbell is the NBC Chicago account executive.

C.A. Swanson and Son (foods), through Tatham-Laird, will sponsor the fourth quarter of the annual Cotton Bowl telecast on the NBC-TV network Jan. 1. The game is scheduled to start at 1:45 p.m., EST. Angus Robinson is the NBC Chicago account executive.

Hallmark Cards, Inc., through Foote, Cone and Belding, ordered a 52-week renewal of the HALL OF FAME telecast, 5 to 5:30 p.m., EST, Sundays beginning Jan. 2. Richard Campbell is the account executive.

Kraft Foods Company, through J. Walter Thompson Company, has renewed the KRAFT TELEVISION THEATRE, Wednesdays, 9 to 10 p.m., EST, for 52 weeks, effective Jan. 5. Robert McKee is the account executive.

An order for one participation per week for seven weeks in the TODAY, HOME and TONIGHT programs was received from Sealy, Inc., through Weiss and Geller, Inc. The participations begin April 11, 1955.

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NBC TRADE NEWS

December 8, 1954

NBC'S 'TODAY' AND 'TONIGHT' TO VISIT MIAMI; 'HOME' WILL TRAVEL TO CHICAGO, SAN FRANCISCO

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Many Features Planned for Distant Originations

THT hits the road in January.

TODAY, HOME and TONIGHT will move bag and baggage to other cities in January -- "Today" and "Tonight" to Miami Beach, and "Home" to Chicago and San Francisco, according to Richard A.R. Pinkham, NBC's Vice President in charge of Participating Programs.

"Today" and "Tonight" will be telecast from Miami Beach, and "Home" from San Francisco between Jan. 10 and 14, inclusive. "Home" will get an early start in its travel program Jan. 3, when it begins a week's telecasting from Chicago.

All three shows expect that the change of locale will give the programs a fascinating "lift" out of usual surroundings and will heighten audience interest.

"Today" and "Tonight" actually have another good reason for going to Miami Beach. This is the 40th anniversary season of that community as the Winter resort capital of the nation.

Plans to move the staffs of all three programs are already in motion, according to Mort Werner, executive producer of the participating programs. "Today" and "Tonight" combined will send 80 people to

(more)

Miami, mostly in shifts, beginning with technical personnel, followed shortly by feature writers, and with the rest of the crew, including Dave Garroway, Steve Allen and other talent, leaving New York after the Jan. 7 programs.

The 80 people involved comprise about one-half of the regular operating staffs of "Today" and "Tonight."

"Home" has divided its staff into four groups, one for Chicago, one for San Francisco, one for New York and a fourth, including Arlene Francis and the rest of the talent, travelling as the on-the-air schedule demands.

So, excitement reigns in the THT group. Everyone is making lists of things to do and things to take. With Christmas so close at hand, and all those lists flying around, friends and families of THT-ers shouldn't be surprised if they wind up with "Today's" weather map, "Home's" pots and pans, or "Tonight's" salami underneath the Christmas tree.

Being also the Winter entertainment capital, Miami Beach is an especially advantageous location for "Tonight" and gives the show an almost unlimited number of headline personalities for the late evening variety show to draw from.

As for "Today," Jan. 14 is the show's third birthday and for such an anniversary a week-long celebration seems in order.

For both shows, the set will be the Sea Isle Hotel and the backdrop all of Miami Beach. Both shows will be telecast from out of doors, rain or shine...with special arrangements for cover being made in case of rain.

(more)

Miami, mostly in shifts, beginning with technical personnel, followed shortly by feature writers, and with the rest of the crew, including Dave Garroway, Steve Allen and other talent, leaving New York after the Jan. 7 program.

The 60 people involved operate about one-half of the regular operating shifts of "Today" and "Tonight."

"Home" has divided its staff into four groups, one for Chicago, one for San Francisco, one for New York and a fourth, including Arlene Francis and the rest of the talent, travelling as the cross-air economic demands.

So, excitement rages in the TNT group. Everyone is making lists of things to do and things to take. With Christmas so close at hand, and all those lists flying around, friends and families of TNT-ers wouldn't be surprised if they were to see "Today's" weather map, "Home's" pots and pans, or "Tonight's" salami competesin the Christmas rush.

Being also the kinder entertainment capital, Miami began in an especially advantageous location for "Tonight" and gives the show an almost unlimited number of beachline personalities for the late evening variety show to draw from.

As for "Today," Jan. 19 is the show's third birthday and for such an anniversary a week-long celebration seems in order.

For both shows, the set will be the Jan Kile Hotel and the boardwalk all of Miami Beach. Both shows will be telecast from out of doors, rain or shine...with special arrangements for cover being made in case of rain.

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"Home" producer Richard Linkroum says the show will begin its Westward trek with a week-long series of telecasts from Chicago beginning Jan. 3. After the Jan. 7 show, during which there will be two live remote features from Milwaukee, "Home" will pack up again and head for San Francisco and the Jan. 10-14 origination. In all cities, "Home" will concentrate on local architecture, decoration, cooking, recreation, and other topics related to the community.

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NBC-New York, 12/8/54

NBC COLOR TELEVISION NEWS
A SERVICE OF RCA

GREATS OF SHOWBUSINESS AND JOURNALISM JOIN TALENTS FOR "DATELINE" COLORCAST ON "PRODUCER'S SHOWCASE," DEC. 13 ON NBC-TV FROM 8 TO 9:30 P.M., EST

"Dateline" will be showbusiness' gala salute to the new Overseas Press Club Memorial Press Center in New York, in a three-act, 90-minute compatible color Spectacular to be seen on PRODUCERS' SHOWCASE Monday, Dec. 13 (NBC-TV, 8-9:30 p.m., EST).

In the cast of "Dateline," which will also honor the more than 80 foreign correspondents who lost their lives while on foreign duty, will be such talent as Fred Allen, Marian Anderson, Perry Como, Sid Caesar, Wally Cox, Eddie Fisher, Bob Hope, Martha Raye, Carl Reiner, Richard Rodgers, Carl Sandburg, Robert E. Sherwood, Ray Walston, Philip Abbott, Steven Hill and Murray Hamilton.

Prominent members of the Overseas Press Club who will be on hand include Bob Considine, the club's president; John Daly, Ben Grauer, H. V. Kaltenborn, Milton Caniff, Lawrence Spivak, Hal Boyle, Elsa Maxwell, Inez Robb, Turner Catledge, managing editor of the New York Times and Emanuel Freedman, foreign news editor of the Times.

The first act of "Dateline" will present John Daly introducing the theme of the show and setting the stage for brief vignettes of personages who made history, to be impersonated by Sid Caesar, Martha Raye and Fred Allen.

(more)

Bob Hope will then relate some of his overseas experiences during the war.

From Hollywood, Eddie Fisher will speak to his brother, Alvin, in New York, recently discharged from the Army. Eddie will bring him up-to-date on the musical picture by singing a medley of the nation's top tunes.

Act Two will find Overseas Press Club president Bob Considine interviewing cartoonist Milton Caniff, whose popular strips were largely inspired by overseas activities, both military and civilian. Against Caniff's own cartoon backgrounds, his comic strip hero, "Steve Canyon," will come alive. Tony Charmoli has devised the choreography, which will be interpreted by dancers Dick Beard, Meri Miller, Luanna Gardner and James Russell.

Fred Allen will return to point out the fact that, like many foreign correspondents, he has not been immune to writing a book about various personal and professional experiences, nor is he modest about interviews on the subject. Wally Cox will interview him forthwith on the new book, "Treadmill to Oblivion," in a sketch written by Jim Fritzell, Everett Greenbaum and David Shaw.

John Daly will set the stage for an original sketch by Robert E. Sherwood, which deals with a little-known incident in the life of the late Ernie Pyle, while Pyle was on overseas duty in France. Ray Walston will enact the role of Pyle. Steven Hill, who recently won a Sylvania award as the year's best male actor, will be seen as a sergeant. Philip Abbott will be "Gus," Murray Hamilton "Corporal," David White "Neely," Bill Gunn the "PFC" and Joan Chambers the "Nurse." Daly will chat with the Pulitzer Prize-winning playwright, Sherwood, at the playlet's conclusion.

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The cameras will then pick up composer Richard Rodgers conducting a 36-piece orchestra in selections from the famed NBC-TV award-winning documentary series, "Victory at Sea," against film clips in color. A theme from this score was later turned by Rodgers into the popular ballad, "No Other Love," which Perry Como will sing. Como will also be heard in his latest RCA Victor record hit, "Home for the Holidays."

The third act of "Dateline" will spot correspondent Inez Robb presenting her overseas colleague of yore, Martha Raye, in one of Miss Raye's favorite numbers, "Blues in the Night."

Sid Caesar will be a "guest expert" on a parody of "Meet the Press" titled "Greet the Press," written by Tony Webster. Lawrence Spivak, Carl Reiner, Hal Boyle, H.V. Kaltenborn and Turner Catledge will raise quizzical eyebrows as panel members.

"Dateline" will wind up with coloratura Marian Anderson singing the spiritual "He's Got the Whole World in His Hands" and Carl Sandburg's reading of his special dedication verse to the new OPC Memorial Press Center. Henry Ford will personally deliver the closing message.

Fred Coe and Jack Rayel are producer and executive producer, respectively, of "Dateline," in cooperation with the Overseas Press Club. Alan Handley is directing. "Dateline," which is expected to be seen by over thirty million viewers, according to Nielsen reports on recent Spectaculars, will be co-sponsored by the Ford Motor Company and RCA Victor. The compatible colorcast will be available on standard sets in black and white.

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NBC-New York, 12/8/54

The camera will then pick up composer Richard Rodgers conducting a 30-piece orchestra in selections from the Tonight Show-winning documentary series, "Vineyard at Sea," against film clips in color. A theme from this score was later turned by Rodgers into the popular ballad, "No Other Love," which Perry Como will sing. Como will also be heard in his latest RCA Victor record hit, "Home for the Holidays."

The third act of "Deadline" will open correspondent Inez Robb propounding her overseas colleague of yore, Martha Gellhorn, in one of Mike Rye's favorite numbers, "Blues in the Night."

Bid Cooper will be a "press expert" on a parody of "Meet the Press" titled "Meet the Press," written by Tony Webster, Lawrence Spivak, Carl Palmer, Hal Boyle, N.Y. Daily News and Turner Catledge will raise guizzical eyebrows as panel members.

"Deadline" will wind up with celebrities Marian Anderson singing the spiritual "He's Got the Whole World in His Hands" and Carl Sandburg's reading of his special dedication verse to the new CBS Memorial Press Center. Henry Ford will personally deliver the closing message.

Fred Coe and Jack Rayel are producer and executive producer, respectively, of "Deadline," in cooperation with the Overseas Press Club. Alan Handley is directing. "Deadline," which is expected to be seen by over thirty million viewers, according to Nielsen reports on recent Spectaculars, will be co-sponsored by the Ford Motor Company and RCA Victor. The exportable entertainment will be available on standard sets in black and white.

NBC-New York, 12/8/54

NBC TRADE NEWS

A SERVICE OF RCA

December 9, 1954

NBC STARS AND PROGRAMS WIN 7 OUT OF 13 LOOK MAGAZINE TV AWARDS;
SPECIAL NBC TELECAST DEC. 18 WILL FEATURE ALL WINNERS

The National Broadcasting Company has won seven out of 13 Look Magazine TV Awards.

The 13 top television programs and their leading personalities will be spotlighted in a special show on the NBC-TV network Saturday, Dec. 18 (8:30-9 p.m., EST).

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MEMO FOR 'DATELINE'

You have a date with "Dateline," when top personalities of showbusiness salute the opening of the new Overseas Press Club Memorial Press Center, on PRODUCERS' SHOWCASE in compatible color and black and white Monday, Dec. 13 (NBC-TV, 8-9:30 p.m., EST). Fred Allen, Marian Anderson, Sid Caesar, Wally Cox, Perry Como, Eddie Fisher, Bob Hope, Martha Raye, Carl Reiner, Richard Rodgers, Carl Sandburg and Robert E. Sherwood join such prominent OPC members as Hal Boyle, Milton Caniff, Bob Considine, John Daly, Ben Grauer, H.V. Kaltenborn, Elsa Maxwell, Inez Robb and Lawrence Spivak, in an exciting program of variegated entertainment.

The Toni Company will present the program in the time-spot usually occupied by "Place the Face."

The seven NBC award winners (more than all other networks combined) are: George Gobel, best comedian; Fred Coe, best producer; Jack Webb (of "Dragnet"), best director; John Cameron Swayze (of "Camel News Caravan"), best news program; "Groucho Marx-You Bet Your Life," best quiz or panel program; "Ding Dong School" (with Dr. Francis R. Horwich), best children's program; "Cavalcade of Sports," best sports program.

The CBS award winners are: "Omnibus" (with Alistair Cooke), best educational program; Garry Moore, best master of ceremonies; "Toast of the Town" (with Ed Sullivan), best variety program; "See it Now" (with Edward R. Murrow), best public affairs program.

DuMont award winner; "Life Is Worth Living" (with Bishop Fulton J. Sheen), best religious program.

ABC award winner: "U.S. Steel Hour," best dramatic program.

The Saturday night special NBC-TV program will glow with the top television personalities who will appear in person to receive their awards. George Gobel, Groucho Marx and Jack Webb will be seen from the West Coast.

As in preceding years, Look Magazine's Fifth Annual TV Awards are the result of a polling of "more than a thousand professionals -- including producers, directors, agency directors, television columnists and editors," to select the outstanding program. The TV awards are featured in the issue of Look on sale nationally Tuesday, Dec. 14.

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NBC-New York, 12/9/54

The Hunt Company will preserve the prestige in the film-award usually occupied by "Place the Face."

The seven NBC award winners (more than all other networks combined) are: George Gobel, best comedian; Red Fox, best personality; Jack Webb (or "Pursuant"), best director; John Cameron Swayze (or "Camel News Caravan"), best news program; "Groucho Marx-You Get Your Life," best quiz or panel program; "Ding Dong School" (with Dr. Francis R. Horwich), best children's program; "Cavalcade of Sports," best sports program.

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Ladies' award winner: "Life Is Worth Living" (with Bishop Fulton J. Sheen), best religious program.

ABC award winner: "U.S. Steel Hour," best dramatic program.

The Saturday night special NBC-TV program will give with the top television personalities who will appear in person to receive their awards. George Gobel, Groucho Marx and Jack Webb will be seen from the West Coast.

As in preceding years, Look Magazine's Sixth Annual TV Awards are the result of a polling of "more than a thousand professionals -- including producers, directors, agency directors, television columnists and editors," to select the outstanding programs. The TV awards are featured in the issue of Look on sale exclusively Tuesday, Dec. 14.

NBC-New York, 12/2/54

NBC TRADE NEWS

A SERVICE OF RCA

December 9, 1954

FOLKS AT 'HOME' PACKING POTS, PANS AND NECESSITIES
FOR TREK TO CHICAGO, MILWAUKEE AND SAN FRANCISCO

Following its busy schedule of holiday activities during the month of December, NBC-TV's HOME show (Mondays-Fridays, 11 a.m. to 12 noon, EST) will begin the new year by packing up pots, pans and other necessities and heading Westward to Chicago, Milwaukee and San Francisco.

The 5,200-mile trip will find the New York-based program "on the road" for a period of two full broadcasting weeks, Jan. 3 to 14. The first week's telecasts will originate from Chicago, with a special segment from Milwaukee on Jan. 7, and the second week from San Francisco.

This will be the first time a single program has devoted five full hours and an entire week to telecasts in each of two cities in different parts tof the country.

In outlining the reason for the trip, "Home's" producer Richard Linkroum said, "As a national program, it is necessary that 'Home' periodically become regional in its treatment. In every section of the country, the word 'home' has a different meaning, a different look and a different feeling. What we are going to try to do on this

(more)

trip and what we have tried to do before on 'Home' is to re-create the flavor and atmosphere of these areas by actually taking our talent and production crews to them and bringing our nationwide audience into first-hand contact with their individual ways-of-life."

Live remotes and film stories are being prepared to cover the Chicago openings of the Winter furniture shows at the Merchandise Mart on Jan. 3 and at the American Furniture Mart on Jan. 4. A helicopter flight over Chicago will give the "Home" audience a view of that city, its skyline and surrounding countryside. Familiar Chicago landmarks will be shown during the week, and many well-known entertainers who have gotten their start in showbusiness in this city will also be featured on the program.

On Friday, Jan. 7, Arlene Francis will be the guest of the fur industry at its annual Winter convention in Milwaukee and several segments of the "Home" show will originate from there on this date.

During the week of Jan. 10-14 "Home" will be in San Francisco, and among the special broadcast features being planned are a "live" telecast from an American Airlines plane over San Francisco Bay, a telecast from the top of Telegraph Hill and from Fisherman's Wharf and views of suburban areas near this city.

The editors of Sunset, a leading magazine of the West, are cooperating with the editorial staff of Home in helping to select material that will show viewers the most interesting aspects of life in the California Bay area.

Arlene Francis, Hugh Downs, Kit Kinne and Nancyann Graham will be among the talent to travel to both cities with the program. A production group of over 30 people will make the round trip to carry out the intricate arrangements for the 5-day-a-week, hour-long network program, originating away from its base studio.

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NBC-New York, 12/9/54

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ive" weekend from an American Airlines plane over San Francisco
y, a telecast from the top of Telenoyn Hill and from Disneyland's
ast, and views of downtown areas near this city.

The matinee of Jungle, a leading musicians of this week, are
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NBC-New York, 12/6/54

NBC O & O STATIONS DIVISION

News

NOVEL METHODS FOR INFORMING VIEWERS OF TECHNICAL BREAKDOWNS DEVELOPED BY NBC OWNED STATIONS DIVISION IN SERIES OF TELOPS

Capturing the television audiences' sense of humor when unavoidable technical difficulties cause an interruption in service, the NBC Owned Stations Division is utilizing a series of new and amusing telops on the five television stations the division owns and operates.

The series was evolved at the request of Charles R. Denny, Vice President of the NBC Owned Stations and NBC Spot Sales Division, who sought new and more entertaining telops to replace the time-honored "Please Stand By" request.

As a result, five new illustrated telops were put into use by WRCA-TV, New York; WRC-TV, Washington; WNBK, Cleveland; WNBQ, Chicago; and KRCA, Los Angeles.

The three contingencies covered by the illustrations include video breakdown, audio failure, and simultaneous audio and video difficulties.

Video breakdowns are announced by a telop showing a cartoon figure holding a lighted match in a dark room. In a balloon are written his words: "Who put out the lights?" And across the bottom of the telop the message: "We're looking for the switch."

publicity department • NBC O & O Stations Division • 30 Rockefeller Plaza, N.Y. 20, N.Y. • CI 7-8300

When the sound fails, a layout is flashed on the screen showing a cartoon of a man with an ear-trumpet sitting before a television set, with the legend: "We've lost our voice."

In case of simultaneous video and audio difficulties, two telops are put into use. The first has a man coming through a television set in the illustration, and with a gesture of embarrassment saying "Oops! Something's happened." This telop is followed on the screen immediately with a drawing of a frenzied maintenance engineer working on a console. It is captioned -- "and we're fixing it."

The fifth in the new series deals with unannounced schedule changes and depicts a father changing the baby's diapers with printed information reading: "We're making a change." An announcer explains the program change with voice under the telop.

Max E. Buck, director of promotion for the NBC Owned Stations Division, said that additional telops in the same vein are being prepared to include over various special announcement topics.

The telops are also being made available to stations represented by NBC Spot Sales.

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NBC-New York, 12/9/54

RICHARD H. SOULE IS NAMED STATION SALES REPRESENTATIVE FOR NEWLY-CREATED NBC TELEVISION UNIT

Appointment of Richard H. Soule as station sales representative for NBC Television Network Sales' newly-created station sales unit was announced today by Walter D. Scott, administrative sales manager for NBC-TV Network Sales.

In his new capacity, Mr. Soule will concentrate on developing more network sales on optional stations. His appointment is part of the network's Optional Station Plan, put into effect last Fall.

Working from the standpoint of the advertisers' current NBC market coverage, product distribution and marketing problems, Mr. Soule will plan presentations to agencies and advertisers on the potential for improvement in their coverage through maximum utilization of NBC's station facilities.

Mr. Soule came to NBC in 1952 after being graduated from the Harvard Business School. He was named sales representative for "Today," and his duties were later expanded to include "Home" and "Tonight." He was promoted this year to Television Network Sales Representative for New England.

Mr. Soule, 27, lives in New York City.

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CONGRESSMEN TO PREVIEW SESSION ON 'AMERICAN FORUM'

"What's ahead for the 84th Congress?"

This question will be discussed on Theodore Granik's THE AMERICAN FORUM Sunday, Dec. 12 (NBC-TV, 3:30 p.m., EST; NBC Radio, 6 p.m., EST) by Rep. Richard Bolling (D.-Mo.), member of the House Banking and Currency Commission, and Rep. Kenneth Keating (R.-N.Y.), member of the House Judiciary Committee. The program, which originates in Washington, will be moderated by newsman Steve McCormick.

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NBC-New York, 12/9/54

FOR IMMEDIATE RELEASE

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CONFERENCE TO PREVIEW ELECTION ON 'AMERICAN FORUM'

"What's ahead for the 84th Congress?"

This question will be discussed on Theodore Granik's THE AMERICAN FORUM Sunday, Jan. 22 (NBC-TV, 3:30 P.M., EST; NBC Radio, 4 P.M., EST) by Hon. Richard Bolling (D.-Mo.), member of the Banking and Currency Committee and Rep. Kenneth Keating (R.-N.Y.), member of the House Judiciary Committee. The program, which originates in Washington, will be moderated by Newsman Cecil Brown.

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NBC-New York, 12/9/54

NBC PRESS DEPARTMENT

'VOICES AND EVENTS -- 1954' WILL BRING OUTSTANDING EVENTS, RECORDED ON TAPE, TO NBC RADIO LISTENERS DEC. 26

The issues of the year -- name them and NBC has them on tape.

More to the point, NBC News will broadcast them in highlight form in a special radio program entitled VOICES AND EVENTS -- 1954 on Sunday, Dec. 26 (6:30 to 7:30 p.m., EST).

Here are just a few of the events listeners will hear:

Excited Congressmen telling about the shooting by Puerto Ricans in the House of Representatives -- within two minutes of the outburst.

The voice of a crewman aboard the plane which was just about to drop the first hydrogen bomb, a voice ticking off the seconds from ten to one, and the horrifying jumble of sound caused by the bomb.

Senator Joseph McCarthy's voice intoning: "Point of order, Mr. Chairman" -- the phrase that became a catchword during the Army-McCarthy hearings.

The widely opposed views of Gov. Herman Talmadge of Georgia and Thurgood Marshall, attorney for the National Association for the Advancement of Colored People, on the segregation issue -- as expressed by the two men themselves.

(more)

Former President Harry S. Truman and James Petrillo, head of the American Federation of Musicians, playing a piano-cornet duet.

The announcement of the death of Emilie, one of the famed Dionne quintuplets, complete with Dr. Dafoe's voice and the voices of the quints themselves.

These and many other significant sounds and voices will be heard on the full-hour program, carefully edited and selected for dramatic emphasis by Chet Hagan, assistant manager of the NBC central news desk.

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NBC-New York, 12/9/54

GAIN OF 6,000,000 TV SETS FOR NATION REPORTED

Television sets in use in the United States have increased by nearly 6,000,000 during the past 12 months, according to an estimate released today by Hugh M. Beville Jr., NBC director of research and planning.

As of Nov. 1, there were 32,262,000 TV sets in use in the United States, Mr. Beville reported. One year ago the estimate was 26,364,000 sets.

Mr. Beville said approximately 88 per cent of all sets in the nation are now in areas where NBC color network telecasts are available.

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NBC-New York, 12/9/54

NBC-TV NEWS

STUDENT-CRITICS COMMEND TELEVISION PRODUCTION OF 'MACBETH' IN LETTERS TO MAURICE EVANS

More than 200 students of English at Revere High School in Revere, Mass., have written letters to Maurice Evans complimenting him and his co-star, Judith Anderson, for his production of "Macbeth" on NBC-TV's HALLMARK HALL OF FAME in a two-hour compatible color production on NBC-TV Sunday, Nov. 28.

The letters were noteworthy for the keenness of their criticism and the appreciation evidenced in viewing an outstanding production of a play by William Shakespeare. The majority of the students seemed most impressed with Evans' "Is this a dagger which I see before me..." and his "Tomorrow and tomorrow and tomorrow..." soliloquies. Miss Anderson's celebrated sleep-walking scene as Lady Macbeth was voted the highlight of her performance.

Nevertheless, several of the amateur critics included mild reservations along with their accolades. The male students wished there had been less poetry and more gore during the climactic duel scene in which Macbeth is undone. One felt cheated because Macbeth's severed head was not held up to public view in color.

Majority opinion was summed up in the paraphrased words of a young correspondent who exhorted Mr. Evans: "If acting be the food of love, act on..."

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NBC-New York, 12/9/54

SUMMER-CRITICS COMMEND TELEVISION PRODUCTION OF 'MACBETH' IN LETTERS TO MAURICE EVANS

More than 200 students of English at Revere High School in Revere, Mass., have written letters to Maurice Evans complimenting him and his co-stars, Judith Anderson, for his production of "Macbeth" on NBC-TV's PRELUDE: BATTLE OF MAGIC in a two-hour commutable color production on NBC-TV Sunday, May. 29.

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NBC-New York, 12/2/54

ENGLAND'S JEANNIE CARSON SCORED WITH U.S. PRESS AND PUBLIC WITH HER SPECTACULAR COLORCASTS; SHE'LL BE BACK IN SPRING

Jeannie Carson, petite flaming-haired British comedienne -- who flashed across America's television screens in two Max Liebman NBC Spectaculars and won plaudits of public and press alike -- will be back on these shores some time in the Spring.

The press in several instances has gone so far as to hail Miss Carson's Spectacular performances as a "television discovery."

"...a new star destined to streak across the TV heavens in the petite form of an English lassie -- Jeannie Carson..." said Paul Speegle in the San Francisco Chronicle.

"For almost two years London theatergoers have been intrigued by the waiflike quality of this talented young actress..." wrote Maurice Van Metre of the Cleveland News.

For her "Best Foot Forward" role, Gene Inge of the Santa Monica Outlook and Glendale News Press described her as the "wistful... forsaken little girl friend."

Jack Gould of the New York Times, reviewing "Best Foot Forward," put it this way: "...there is Miss Carson. In one of those storybook evenings of the theatre she, the visiting unknown, walked off with the NBC revival of 'Best Foot Forward' and made it her own.

"Miss Carson, who was plucked from the London musical comedy stage by Max Liebman, has striking red hair, a gently angular

(more)

face, most expressive eyes and a petite figure. Give her a torch song and she imparts to it a delicate and haunting oomph. To a dance she brings a distinctive spirit and verve. But Miss Carson is a lady to be seen, not defined; NBC has come up with a real charmer."

When Miss Carson made her second American appearance in Max Liebman's "Spotlight"...Times reviewer Gould paid his tribute to Jeannie's countryman, Jack Buchanan, "as droll and suave as ever -- and Miss Carson, easily the brightest distaff discovery of the TV season (who) frolicked through song and sketch with delightful verve and aplomb...

"Miss Carson, a star of the future if ever there was one, contributed the show's warmest and most endearing moment in her version of the Sir Harry Lauder hit, 'Roamin' in the Gloamin.' It was also Miss Carson who imparted most of the broad fun and vitality to a satire..."

The New York Daily News' Ben Gross reviewed "Spotlight" with: ..."Carson again proved herself to be one of the best new talents on TV..."

The New York Journal American's Jack O'Brian added to the kudos with: "...Jeannie Carson, the British youngster, remains the most endearing light comic leading lady to hit the public's fancy since Mary Martin..."

And to demonstrate that the Jeannie Carson "reviewers' fan club" is not by any means a stag affair, the New York World-Telegram and Sun's Harriet Van Horne wrote of "Spotlight": "To me the warmest and brightest moment of the show was the medley of Harry Lauder songs, with Jeannie Carson...singing in rollicking dialect."

The picture editors were no less kind to the young lady, who, come next Spring and another stint in the tinted TV, should be well known to all America. Newspapers in all parts of the country ran her portrait.

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NBC-New York, 12/9/54

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NBC-New York 12/9/59

NBC-TV NEWS

10,000 CHILDREN JOIN 'TELL FIVE CLUB' SINCE START OF 'HAPPY FELTON'S SPOTLIGHT GANG' NOV. 20

About 10,000 children have joined the "Tell Five" Club of HAPPY FELTON'S SPOTLIGHT GANG since the program's premiere on NBC-TV Nov. 20, 1954.

To join the club,members send Happy the names of five friends whom they told about the program. Each member receives a "Spotlight Gang" badge.

According to Craig Allen, the show's producer-director, some of the many cards and letters received by Happy Felton came from parents telling how much they and their children enjoy the program. Allen said that many parents cited the educational value of the show, with the films of outstanding variety and circus acts plus Happy's pertinent remarks on geography providing the basis for an instructive quiz game.

Filmed acts on the program Saturday, Dec. 18 (10 a.m., EST) will show the Marcellis, comedy tumblers of Istanbul, Turkey; Henry Lorenzen of Plymouth, England, pantominist, and Johnny Walker, high-wire artist from Brussels, Belgium.

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NBC-New York, 12/9/54

20,000 CHILDREN JOIN 'REAL KIDS OTHER KINDS WANT'

OF MARKET RESEARCH'S INTELLIGENT MAID' BOW, 20

Above 20,000 children have joined the "Real Kids" club of Chicago publicity institute OMAD. Above the membership's preference on MIC-O Bow, 20, 1954.

To quote the club,members each enjoy the power of film reminds arom that food avoid the problem. Each member receives a "Spotlight Gang" badge.

According to Chris Allen, the movie's producer-director of the many world and National recovery by being fashion over time provide helping how which tony and music producers enjoy the program. Allen said that many parents using the educational value of the show with the film or constructing activity and cannot make plan Happy's overlooking remains on geography provision the awards for an instructive role game.

Final note on the premiere Saturday Dec. 31 (10 a.m., EST) will show the Marvelle, comedy conditions of Hollywood. Parents Jerome of Flamingo, Indiana, psychiatrist, and Johnny Walker, alcohol artist from Dresdia, Belgium.

MOC-New York, 12/29/54

NBC COLOR TELEVISION NEWS
A SERVICE OF RCA

PRESIDENT EISENHOWER, IN SPECIALLY FILMED SEQUENCE, WILL PAY TRIBUTE TO 'THE AMERICAN REPORTER' ON 'DATELINE' ON NBC-TV MONDAY, DEC. 13 (8-9:30 P.M., E T)

President Eisenhower will pay tribute to "the American reporter" in an especially filmed sequence to be seen as part of the dedication ceremonies of the Overseas Press Club Memorial Press Center in "Dateline" on PRODUCERS' SHOWCASE Monday, Dec. 13 (NBC-TV, 8-9:30 p.m., EST). In the concluding portion of the star-laden Spectacular, the Chief Executive will extol the work of United States journalists "in the unending struggle to maintain our freedom."

The President's salutation will be followed by Carl Sandburg's delivery of his dedication to the new OPC Memorial Press Center, which officially opens on the day of the telecast at 35 East 39th Street in New York City. Marian Anderson will then sing the spiritual, "He's Got the World in His Hands," after which Henry Ford will personally deliver the closing message.

"Dateline" will be telecast in compatible color and may be seen on standard sets in black and white. An average of 31,000,000 viewers sees NBC Spectaculars, according to Nielsen reports.

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NBC-New York, 12/10/54

NBC TRADE NEWS

A SERVICE OF RCA

December 10, 1954

'SPORTS HIGHLIGHTS,' FILM REVIEW OF 1954'S CLASSIC THRILLS, TO BE TELECAST ON NBC BETWEEN COTTON AND ROSE BOWL GAMES

- - -

R.J. Reynolds to Sponsor Program Second Consecutive Year

SPORTS HIGHLIGHTS, a film review of some classic thrills in American sport during the year of 1954, will be presented by NBC-TV between its telecasts of the Cotton Bowl and Rose Bowl football games on New Year's Day. NBC commentator Bob Wilson will narrate.

This is the second consecutive year that "Sports Highlights" will be presented under the sponsorship of the R.J. Reynolds Tobacco Company. The program will be produced by the NBC Public Affairs Department, directed by Charles Christiansen and written by Dennis Dalton.

NBC-TV will cover the magnificent Tournament of Roses Parade in Pasedena on New Year's Day (Saturday, Jan. 1, 12:15-1:45 p.m., EST). This will be followed by the Arkansas-Georgia Tech Cotton Bowl battle in Dallas. "Sports Highlights" will follow the Cotton Bowl telecast until coverage of the Ohio State-Southern California Rose Bowl game begins at 4:45 p.m., EST.

-----o-----

December 10, 1954

'ROBERT MONTGOMERY PRESENTS' TWO-PART TELECAST
OF 'DAVID COPPERFIELD' DEC. 20 AND 27

- - -

Rex Thompson to Play David (the Boy) in First Program
Subtitled 'The Search'; Noted Cast to Participate

Rex Thompson will play the title role in "The Search," Part One of Charles Dickens' "David Copperfield," when ROBERT MONTGOMERY PRESENTS THE JOHNSON'S WAX PROGRAM Monday, Dec. 20 (NBC-TV, 9:30 to 10:30 p.m., EST).

The celebrated story has been dramatized by Doria Folliott in two self-contained parts with Part Two "The Reward" to follow on ROBERT MONTGOMERY PRESENTS THE AMERICAN TOBACCO THEATRE Monday, Dec. 27 in the same time-spot.

The distinguished supporting cast in Part One includes Fred Tozere, Cavada Humphrey, Pat O'Malley, Isobel Elson, Betty Sinclair and Ethel Owen.

In a period when the poor had no childhood and the very young were the objects of cruelty and exploitation, David searches for an elusive security. After his mother's death he is sent by his harsh stepfather to London to work in a warehouse. He becomes the sole lodger of a poverty-stricken but hopeful couple, and runs away to his great-aunt, where he finds a warm and genuine welcome. If he can remain with his aunt, without being ungrateful to the poverty-stricken couple, it would be a Merry Christmas indeed for young David and for all concerned.

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December 10, 1974

'ROBERT MONTGOMERY PRESENTS' TWO-PART SELECTION

OF 'DAVID COPPERFIELD' PRI. 20 AND 27

- - -

Max Thompson to Play David (the Boy) in Film's Program

Modelled 'The Bosun'; Noted Cast to Participate

Max Thompson will play the title role in "The Search," one of Charles Dickens' "David Copperfield" when ROBERT MONTGOMERY PRESENTS THE TONIGHT'S NBC PROGRAM Monday, Dec. 20 (NBC-TV, 9:30 to 10:30 p.m., EST).

The celebrated story has been dramatized by Doris Baizley in two self-contained parts with each One "The Search" to follow on ROBERT MONTGOMERY PRESENTS THE AMERICAN TOBACCO TELEVISION Monday, Dec. 27 in the same time-spot.

The distinguished supporting cast in part One includes Fred Astaire, Sylvia Sidney, Pat O'Malley, Ingrid Bjoner, Betty Dinsmore and Ethel Owen.

In a period when the poor had no childhood and the very young were the objects of cruelty and exploitation, David searches for an elusive security. After his mother's death he is sent by his hateful stepfather to London to work in a warehouse. He overcome the role model of a poverty-stricken but hopeful couple, and runs away to his great-uncle where he finds a warm and genuine welcome. If he can remain with his aunt, without being unmerciful to the poverty-stricken couple, it would be a Merry Christmas indeed for young David and for all concerned.

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NBC TRADE NEWS

A SERVICE OF RCA

December 10, 1954

CY HOWARD, NOTED RADIO-TV CREATOR AND PRODUCER,

JOINS NBC TO DEVELOP COMEDY SERIES

FOR RELEASE MONDAY A.M., DEC. 13

Cy Howard, one of the most successful creator-producers in radio and television, has been signed by the National Broadcasting Company to develop a comedy series, it was announced today by Fred Wile Jr., Vice President in charge of programs for NBC, Pacific Division.

Mr. Wile said Mr. Howard's new project is planned as one of NBC's 1955-56 entries in the nation's growing list of Hollywood originations. "We believe Mr. Howard's approach will represent an entirely new departure in TV comedy," Mr. Wile said.

Mr. Howard, who comes to NBC after 15 years with CBS, brings with him an extensive background in writing, acting, directing, and creating for radio, stage, little theatre and nightclubs.

He played the lead in Maxwell Anderson's "Storm Operation," while concurrently writing his own comedy radio show, "What's New?" He is perhaps best known for his productions of "My Friend Irma" and "Life With Luigi." In 1951 he sold an original screen story, "That's My Boy," to Hal Wallis.

Mr. Howard is married to Academy Award winning actress, Gloria Grahame. His home is Milwaukee, Wis.

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200,000TH FAN LETTER REACHES 'MISS FRANCES' OF 'DING DONG SCHOOL'; MAIL AVERAGE IS BETWEEN 2,000 AND 3,000 EACH WEEK

"With my grandpa's help I will write to you. He leads my finger. It is easier with typewriter than with pencil."

So began the 200,000th letter to come to Miss Frances, mistress of NBC-TV's DING DONG SCHOOL, since the start of her program two years ago. It arrived in the NBC Chicago mail room this week.

The body of the letter went this way:

> I am 4 years old Finnish boy. I came from Finland last summer and live in Lansdowne -- Quite near Philadelphia and I will remain here in America. I like very, very much "Ding Dong School" and you, Miss Frances. I learn every day new English words and now I can already make myself understood because I am not shy at all. My Dad brought me your drawing book. Here you get one of my drawings. I think that is not too bad. I cut your picture from your drawing book and put it on the wall beside my bed. It is a little too small size.
>
> When can I see you in Lansdowne or in Phila? That would be very nice!
>
> Have you ever before got a letter or drawing from a Finnish Boy?
>
> Thank you, Miss Frances!
> HASSE HEIKEL

The phenomenal flow of mail for Miss Frances (Dr. Frances Horwich) and her "Ding Dong School" was one of the first indications of the program's outstanding popularity, even during its first weeks as a local Chicago program on WNBQ. After more than two years of telecasting, the program's mail averages between 2,000 and 3,000 letters, postcards and packages a week.

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NBC-New York, 12/10/54

500,000TH FAN LETTER REACHES 'MISS FRANCES' OF 'DING DONG SCHOOL';

MAIL AVERAGES IN EXCESS OF 3,000 EACH WEEK

"With my grandpa's help I will write to you. He leads my
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NBC-New York, 12/18/54

ESTHER VAN WAGONER TUFTY TO HAVE AUDIENCE WITH QUEEN ON VISIT TO NETHERLANDS AS JOURNALISM AWARD JUDGE

Esther Van Wagoner Tufty, noted Washington correspondent and an editor on NBC-TV's HOME show, left today (Dec. 10) for the Netherlands at the special invitation of the Dutch people. Mrs. Tufty is the permanent judge of the William the Silent Award for Journalism sponsored by the Dutch government, an annual honor -- a gold medal and $2,500 -- to the American reporter writing the best story of the year about the Netherlands.

Mrs. Tufty, a former president of the National Women's Press Club, has been a foreign and war correspondent in the Netherlands, and reported the investiture of Her Majesty, Queen Juliana.

Arrangements have been made by the Dutch ambassador to the U.S., Dr. J. Herman van Roijen, for Mrs. Tufty to have an audience with Queen Juliana during this trip. She will also interview Prime Minister Dr. Willem Drees and the Speaker of the House, L.G. Kortenhorst. She will report on these interviews on the "Home" show as well as show special film which she will take of her palace visit.

The "Duchess," as she is known to friends and colleagues, will return to the U.S. by boat, leaving Europe on Dec. 24, spending both Christmas and New Year's Day on board the Noordam, which will dock in New York on Jan. 3.

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NBC-New York, 12/10/54

NBC-TV NEWS

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ON VISIT TO NETHERLANDS AS JOURNALISM AWARD JUDGE

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NBC-New York, 12/10/54

NEWS from NBC

CHRISTMAS ACROSS THE NATION ON NBC RADIO

- - -

Special Programs from White House Lawn, Cathedrals, Air Force Base Are Among Music, Drama and Variety Offerings for Yuletide Season

President Eisenhower's holiday message to the nation as he lights the Christmas tree that stands on the Ellipse opposite the south lawn of the White House will be broadcast by NBC Radio Friday, Dec. 17 (9:45 p.m., EST).

Other special broadcasts in NBC Radio's observance of Christmas, 1954, will be the Pontifical Midnight Mass from St. Patrick's Cathedral, New York; a live performance from the National Cathedral, Washington, D.C., of Berlioz' dramatic oratorio, "The Childhood of Christ"; a live performance from Biloxi, Miss., of Handel's "The Messiah"; and a group of programs of traditional Christmas music scored by Harriss Hubble for brass and voices.

A roundup of Christmas features follows (all times EST). Additional details about these (and other) holiday presentations will be announced soon.

(more)

TUESDAY, DEC. 14

10:30-11 p.m.
(network except WRCA)

LAFAYETTE COLLEGE CHOIR -- Concert of Christmas music by the Lafayette College Choir of 70 male voices, directed by John D. Raymond. Music will include "Prepare Thyself, Zion" (Bach), "Christmas Hymn" (arr. Jungst), "Alleluja" (arr. Bement), "Glory to God in the Highest" (Pergolesi), "Sing We Noel" (arr. Greene), "Hark! In the Darkness" (Arr. Bement), "Come and Adore" (arr. Malin), "The Holly and the Ivy" (Lefebre), "Gesu Bambino" (Yon), "Angels o'er the Fields" (arr. Dickinson), "O Holy Night" (Adam), "Mary Had a Baby" (Dawson), "Hallelujah" Chorus (Handel), "The Lord's Prayer" (Malotte), and a medley of carols: "God Rest You Merry, Gentlemen," "Silent Night" and "Hark! the Herald Angels Sing."

WEDNESDAY, DEC. 15

10:30-11 p.m.
(network except WRCA)

COLUMBIA UNIVERSITY TEACHERS COLLEGE CHOIR -- Concert of Christmas music by a choir of 40 mixed voices under direction of Harry R. Wilson. Selections will include "In the Stillness of the Night" (Wilson), "The Shepherd's Story" (Dickinsen, "Fanfare for Christmas Day" (Shaw), "A Rockin' All Night" (Trad.), "Ave Maria" (Arcadelt) "The Three Kings" (Willan), "Silent Night" (Gruber), "An Apostrophe to the Heavenly Hosts" (Willan), "A Merry Christmas" (Warrel).

FRIDAY, DEC. 17

9:45-10 p.m.

PRESIDENT EISENHOWER'S CHRISTMAS MESSAGE TO THE NATION, broadcast from the annual tree-lighting ceremonies from the Ellipse opposite the south lawn of the White House. A mixed chorus and the U.S. Marine Band will offer a selection of Christmas carols.

(more)

WEDNESDAY, DEC. 24

10:30-11 p.m.
(Network except WNCA)

CALIFORNIA COLLEGE CHOIR -- Concert of Christmas music by the California College Choir of 70 male voices, directed by John D. Rawood. Music will include "Prepare Thyself, Zion" (Bach), "Christmas Eve" (arr. Dunsch), "Alleluja" (arr. Bennet), "Glory to God in the Highest" (Pergolesi), "Sing We Noel" (arr. Prescott), "Light In the Darkness" (Arr. Lorent), "Come and Adore" (arr. Malin), "The Holly and the Ivy" (Ledhuro), "Deck Yourselves" (Von), "Angels We Have Heard" (arr. Dieterman), "O Holy Night" (Adam), "Mary Had a Baby" (Lawson), "Wellington" Thomas (Handel), "The Lord's Prayer" (Malotte), and a medley of carols: "Joy Bells Ring Merry, Gentlemen," "Silent Night" and "Hark! the Herald Angels Sing."

THURSDAY, DEC. 25

10:30-11 p.m.
(Network except WNCA)

COLUMBIA UNIVERSITY TANGLEWOOD CHOIR -- Concert of Christmas music by a choir of 40 mixed voices under direction of Harry R. Wilson. Selections will include "In the Stillness of the Night" (Wilson), "The Shepherd's Story" (Dickinson), "Welcome for Christmas Day" (Rosa), "A Jubilin' All Night" (Trad.), "Ave Maria" (Arcadelt), "The Three Kings" (Willan), "Silent Night" (Gruber), "An Acceptance to the Heavenly Hosts" (Willan), "A Merry Christmas" (Warrel).

FRIDAY, DEC. 27

9:45-10 p.m.

PRESIDENT EISENHOWER'S CHRISTMAS MESSAGE TO THE NATION, excerpts from the annual tree-lighting ceremonies from the Ellipse opposite the south lawn of the White House. A mixed chorus and the U.S. Marine Band will offer a selection of Christmas carols.

(more)

SATURDAY, DEC. 18

10:30-11 a.m.
(network except WRCA)

LOUISIANA STATE UNIVERSITY CHOIR -- Concert of Christmas music by a 64-voice mixed choir directed by Dallas Draper. Foreign students of the University will offer Christmas greetings in their native languages. Musical selections will include "The Cherry Tree Carol" (Arr. Parker-Shaw), "Fum Fum Fum" (Arr. Parker-Shaw), "Bethlehem Town" (Warlock), "Carol of the Birds" (Arr. Parker-Shaw), "Christ Was Born on Christmas Day" (Arr. Parker-Shaw), "So Blest a Sight" (Arr. Parker-Shaw), "Luther's Cradle Hymn" (Arr. Ringwald-Shaw), "God Rest You Merry, Gentlemen" (Arr. Ringwald-Shaw), "Alleluia! Christ Is Born" (Luvaas), "Song of Mary" (Fisher).

11-11:30 a.m.
(network except WRCA)

THE POOR RELATION'S STORY -- Eric Portman stars in this adaptation of the Charles Dickens story of the poor relation who visits his family on Christmas and describes with a mixture of pathos and humor the picture other people must hold of him and his life. Presented in cooperation with the British Broadcasting System.

11:30 a.m. - 12 noon
(network except WRCA)

BOWLING GREEN (OHIO) STATE UNIVERSITY CHOIR -- Concert of Christmas music by choir of mixed voices under direction of Dr. James Paul Kennedy. Musical selections will include "The Shepherd's Story" (Dickinson), "Jingle Bells" (Arr. Pierpont-Marlowe), "Carol of the Bells" (Leontovich), "Mary Had a Baby" (Dawson), "God Is with Us" (Kastalsky), "A Merry Christmas" (Warrel), "White Christmas" (Berlin), "O God, Our help in Ages Past" (Mueller), "All Breathing Life" (Bach), "Blessing, Glory and Wisdom" (Bach), "Praise to the Lord" (Christiansen), "Serenade in the Snow" (Nagler), "My Lord, What a Mornin'" (Negro Spiritual), "Beautiful Savior" (Christiansen) "Voix Celestes" (Alcock), "Christmas Hymns for Mixed Chorus" (Arr. Fred Waring).

(more)

SATURDAY, DEC. 24

10:30-11 a.m.
(Network except WRCA)

CHRISTMAS SONG FELLOWSHIP CHOIR -- Concert of Christmas music by a choir of mixed voices directed by Hallie Cooper. Proceeds students of the University will offer Christmas greetings in their native languages. Musical selections will include "The Cherry Tree Carol" (Arr. Parker-Shaw), "For Mon Ewn" (Arr. Parker-Shaw), "Bethlehem Town" (Whplock), "Carol of the Birds" (Arr. Parker-Shaw), "Christ was Born on Christmas Day" (Arr. Parker-Shaw), "Se Ulent a Nigh" (Arr. Parker-Shaw), "Luther's Cradle Song" (Arr. Hungwld-Shaw), "And Dark the Night", Gordianon" (Arr. Hungwld-Shaw). "Alleluia! Christ Is Born" (Lovess), "Song of Mary" (Franck).

11-11:30 a.m.
(Network except WRCA)

THE IRON REALTOR'S STORY -- Dric Fredrese stars in this adaptation of the Charles Hickman story of the young politician who wants his family or Christmas has described with a mixture of pathos and humor the problems other people must hold of him and his date. Presented in cooperation with the British Broadcasting System.

11:30 a.m. - 12 noon
(Network except WRCA)

ROYAL ARCH (Duke) Glenn University CHOIR -- Concert of Christmas music by choir of mixed voices under direction of Jr. Joseph Lund Kennedy. Musical selections will include "The Shepherd's Star" (Dickinson), "Single Bells" (Arr. Fitzpatrick-Mawlam), "Carol of the Bells" (Leontovich), "Very Had a Baby" (Dawson), "God is with Us" (Kentucky), "A Merry Christmas" (Harvel), "While Christmas" (Berlin), "O God, Our Help in Ages Past" (Weldr), "All Breathing Life" (Bach), "Sleeping, Dimly and Blood" (Bach), "Praise to the Lord" (Christiansen), "Carrying in the Snow" (Meyer), "Oh Come, Ye Faithful" (Mozart Schatz).
"Processional Service" (Tschaikovsky)
"Vale Palestro" (Alcock), "Christmas Songs for Mixed Chorus" (Arr. Fred Martin).

(more)

SATURDAY, DEC. 18 (CONT'D)

12:30-1 p.m. (network except WRCA)	"THE NATION'S CHRISTMAS TREE" -- Radio-TV star Ralph Edwards will be narrator for a dramatic fable of the world's oldest and largest tree. The program will feature music of Delius and Richard Strauss. L. N. Petersen, Mayor of Sanger, Cal., will deliver a brief Christmas message.
5-5:30 p.m. (network except WRCA)	CHRISTMAS IN ARKANSAS -- The Arkansas State Capitol dome-lighting ceremonies broadcast from the steps of the State Capitol in Little Rock. Bob Buice will describe the Christmas parade and Nativity scenes. C. Hamilton Moses, chairman of the Arkansas Economic Council, will deliver a Christmas message. Carols by the choir of the Agricultural, Mechanical and Normal College of Pine Bluff, Ark.
5:30-6 p.m. (network except WRCA)	THIS IS NOEL -- A noted screen star will read the Christmas story in this special program featuring the 350-voice mixed Youth Choir of Los Angeles. The choir will perform Fred Waring's "Night before Christmas" and "This is Noel," written by Kathryn Davis. Norris Poulson, mayor of Los Angeles, will convey the city's greetings to the nation. G. Malcolm Groher will conduct the orchestra and choir.
6:30-7 p.m.	THY KINGDOM COME -- Harriss Hubble directs his brass and voice choirs in a program of Christmas music; Ray Middleton reads the Messianic prophecy from the Biblical Book of Isaiah. Music will include "Hark, the Herald Angels Sing" (Mendelssohn), "We Would See Jesus" (Cushman), "As with Gladness Men of Old" (Kocher), "O Come, O Come, Emmanuel" (Traditional), "Song of Miriam" (Traditional), "The God of Abraham Praise" (Traditional), "O Holy Night" (Adam).

(more)

AIRTODAY, DEC. 18 (CONT'D)

12:30-1 p.m.
(Network except WPCA)

"THE MATINEE'S COMMUNAL MEAL" -- Radio-TV star Ralph Edwards will be narrator for a dramatic tribute of the world's oldest and largest tree. The program will feature music of Dylan and Richard Strauss. L. W. Peterson, Mayor of Jamestown, Cal., will deliver a brief dedicatory message.

2-3:30 p.m.
(Network except WPCA)

CONFERENCE IN ARCADIAS -- The Arcadian Space Council doing-tightening ceremonial broadcast from the steps of the Stock Exchange in Little Rock. Eric Bates will describe the Ceremonial parade and festivity around. G. Hamilton Wood, president of the Arcadian Economic Council, will deliver a Christmas message. Crowds by the courtesy of the Agricultural, Industrial and Normal College of Pine Bluff, Ark.

3:30-5 p.m.
(Network except WPCA)

MILK IS GOOD -- A naked mermen swim will read the Christmas story in this special program featuring the 300-voice mixed Youth Choir of Los Angeles. The choir will perform Fred Waring's "Night Before Christmas" and "This is Noel," written by Johnny Davis. Morris Feslison, mayor of Los Angeles, will accept the city's greetings to the nation. G. Malcolm Brooks will conduct the ceremonies and direct.

6:30-7 p.m.

TRY WINDOW TONE -- Martha Lodge directs his boxer and voice choice in a program of Christmas music; Ray Middleton reads the Mazatlan prophecy from the Spiritual Book of Jackson. Music will include "Jesus, the Herald Angels Sing" (Mendelssohn), "We Wish Ben Lomax" (Cowboy), "A Wish Diamond Ian of Old" (Rodgers), "I Dare, O Dear, Remember" (Tschaikowski), "Song of Activism" (Tchaikovsky), "The Call of Lorenzo Ruiz" (Tchaikovsky), "O Holy Night" (Adam).

SUNDAY, DEC. 19

10-10:30 a.m.	NATIONAL RADIO PULPIT -- "The Heart of Christmas" is sermon subject for Dr. Ralph W. Sockman, presiding minister of "National Radio Pulpit" and pastor of Christ Church (Methodist), New York City. Harriss Hubble directs his brass and voice choirs in Christmas music.
2-2:30 p.m.	THE CATHOLIC HOUR -- The Rev. Eugene Burke of the Paulist Fathers, St. Paul's College, Washington, D.C., speaks on "The Same Forever," one of a series of talks on the general theme "In His Likeness." Musical selections by the St. Bonaventure Chorus of Cincinnati, Ohio.
2:30-3 p.m. (network except WRCA; WRCA only, 6:30 p.m.)	ANTHOLOGY -- "Poetry for Christmas," with Fleetwood as host, recordings by Dylan Thomas and Edna St. Vincent Millay. Thomas is heard in his "A Child's Christmas in Wales"; Miss Millay's voice is heard in her "Ballad of the Harp Weaver."
3-5 p.m.	WEEKEND -- John Chapman, drama critic for the New York Daily News, will present an excerpt from Barrie's "Peter Pan" and interview Mary Martin, who is currently starring in the play on Broadway. Bill Bales will tell how "The Night before Christmas" came to be written. Betty South, magazine writer, will give a personal report about the spirit of Christmas.
6:30-7 p.m. (network except WRCA)	ST. OLAF'S COLLEGE CHOIR OF NORTHFIELD, MINN. -- Concert of Christmas music directed by Olaf Chris Johnson.

(more)

SUNDAY, DEC. 19

10-10:30 a.m.
(network except WRCA)

NATIONAL RADIO MINIST -- "The Heart of Christmas" is sermon subject for Dr. Ralph W. Sockman, presiding minister of "National Radio Pulpit" and pastor of Christ Church (Methodist), New York City. Harrison Kubela directs his brass and voice choirs in Christmas music.

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THE CATHOLIC HOUR -- The Rev. Eugene Burns of the Paulist Fathers, St. Paul's College, Washington, D.C., speaks on "The Same Forever," one of a series of talks on the general theme "In His Likeness." Musical selections by the St. Bonaventure Chorus of Cincinnati, Ohio.

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6:30-7 p.m.
(network except WRCA)

ST. CLAIR'S SCIENCE CHOIR OF NORTHFIELD, MINN. -- Concert of Christmas music directed by Olaf Christ Johnson.

(more)

MONDAY, DEC. 20

9-9:30 p.m.

THE TELEPHONE HOUR -- Blanche Thebom, Metropolitan Opera mezzo-soprano, is soloist in a program of Christmas music with the Bell Telephone Chorus and Orchestra under Donald Voorhees's direction. Miss Thebom and the chorus will sing Malotte's "The Lord's Prayer," and a group of favorite Christmas carols. Miss Thebom's solos will be "Vespers," by Fraser-Simson, and a little-known Negro Christmas carol, "A New Christmas Morning, Hallelujah." The chorus will be heard in "Break Forth, O Beauteous Heavenly Light" from Bach's "Christmas Oratorio" and "The Shepherd's Farewell to the Holy Family" from Berlioz' "L'Enfance du Christ." The orchestra will play excerpts from Tschaikovsky's "Nutcracker" Suite.

9:30-10 p.m.

CITIES SERVICE BAND OF AMERICA -- Paul Lavalle will direct the Band of America in a program of Christmas music, including "The Melody Shop" March (King), "Sleigh Ride" (Anderson), "The Children's Parade" (Lavalle), "Hallelujah" Chorus from "The Messiah" (Handel). James Burke will be trumpet soloist with the band in "O Holy Night" (Adam). The vocal quartet will sing "Round the Glory Manger" (James).

TUESDAY, DEC. 21

9-10 p.m.

LUX RADIO THEATRE -- Edmund Gwenn stars in "Miracle on 34th Street," comedy-drama of a department store Santa Claus.

(more)

SUNDAY, DEC. 30

7:30-10 p.m. — THE TELEPHONE HOUR -- Eugene Ormandy, Philadelphia Opera Orchestra-soprano, is soloist in a program of Christmas music with the Ball Telephone Hours and Industry under Donald Voorhees's direction. Alice Tyrrell and the chorus will sing Matthia's "The Lord's Prayer," and a group of favorite Christmas carols. Miss Tyrrell's solos will be "Vesperae," by Dvorak-Kreisler, and a little-known Hugo Wolf Christmas carol, "A Boy Christened Nothing, Holiday." The chorus will be heard in "Sweet Bells," a Christmas Heavenly Light, from Ewald's "Christmas Oratorio" and "The Shepherds Thronell to the Holy Babe" from Lassus' "L'Enfance du Christ." The orchestra will play selections from Tchaikovsky's "Nutcracker" Suite.

8:30-10 p.m. — CHRISTMAS EVE, SUN CO AMERICA -- This Lavalle will direct the band of Americas in a program of Christmas music, including "The Holy Night" Hymn (Dyke), "Silent Night" (Gruber), "The Children's Prayer" (Gounod), "Holiday" (Dvorak), "Holiday" Chorus from "The Messiah" (Handel). Jerry Sayre will be guest soloist with the band in "O Holy Night" (Adam). The vocal quartet will sing "Round the Glory Manger" (Dewey).

TUESDAY, DEC. 31

9-10 p.m. — NBC RADIO HOLIDAY -- Edward Davis stars in "Holiday on 57th Street," comedy-drama of a department store Santa Claus.

TUESDAY, DEC. 21 (CONT'D)

10:30-11 p.m.
(network except WRCA)

UNIVERSITY OF REDLANDS "FEAST OF LIGHTS" -- Concert of Christmas choral music by the University of Redlands Choir of 145 voices. Dr. George Armacost, president of the university, will deliver a holiday message. Fred Fost, a pre-ministerial student at the University, will be narrator. Musical selections will include "Even So, Lord Jesus, Quickly Come" (Manz), "Magnificat in D Minor" (Walmisley), "O Winter Sun, Wrap Mary in Your Warmth" (Gross), "A Virgin Unspotted" (Billings), "Sleep, Holy Babe" (Abbey), "The Lutebook Lullaby" (Williams) and "It Came upon the Midnight Clear" (Traditional).

WEDNESDAY, DEC. 22

10:30-11 p.m.
(network except WRCA)

BALTIMORE & OHIO CHORUS presents a performance of Vivaldi's "Gloria" -- Jean Higdon, contralto, will be soloist in this performance, which will feature the combined Baltimore and Ohio Men's Glee Club and Women's Music Club, 120 mixed voices, under direction of Dr. James Allen Dash. The orchestra will be composed of members of the Baltimore Symphony. The "Gloria," composed early in the 18th Century, remained unknown until the 1930s, when it was rediscovered and recognized as an authentic masterpiece.

FRIDAY, DEC. 24

5:30-5:45 p.m.

HOTEL FOR PETS -- Mr. Jolly trims the hotel Christmas tree and all the guests join in singing Christmas carols.

9:30-10 p.m.

A CHORAL FANTASY FOR CHRISTMAS -- Concert by a 100-voice choir and orchestra.

(more)

MONDAY, DEC. 21 (cont'd)

10:30-11 p.m.
(network answer WNOA)

UNIVERSITY OF WISCONSIN "WHAT IS
JUDGED -- Dramatic of Christmas
eve, audio by the University of
Wisconsin Choir of 300 voices. Dr.
George Frazeur, president of the
university, will deliver a military
message. Fred Ford, a pre-nuptial-
special student of the University,
will be narrator. Musical selections
will include "Even So, Lord Jesus,
Quickly Come" (Mana), "Magnificat in
G minor" (Walisley), "O Winter Cam,
Long May In Your Garden" (Grove),
"a Virgin Unspotted" (Billings),
"Sleep, Holy Babe" (Abbey), "The
Christmas Lullaby" (Williams) and "Ev
ery Year Upon Your Midnight Clear"
(Pentlicamel).

TUESDAY, DEC. 22

10:30-11 p.m.
(network answer WNOA)

MARTHONS & OTTO CHOUST presents a
performance of Vivaldi's "Gloria"
-- Jean Milgrim, contralto, will be
soloist in this performance. Milton
will feature the combined Baltimore
and Ohio Men's Glee Club and Women's
Music Club, 120 mixed voices, under
direction of Dr. James Allen Dash.
The orchestra will be composed of
members of the Baltimore Symphony.
The "Gloria," composed early in the
18th century, remained unknown until
the 1920s, when it was rediscovered
and recognized as an authentic
masterpiece.

FRIDAY, DEC. 24

3:30-5:45 p.m.

TUNES FOR YOU -- Mr. Jolly Boring
the noted Christmas tree and all
his guests join in singing Christmas
carols.

9:30-10 p.m.

A CHORAL RHAPSODY FOR CHRISTMAS --
Presented by a 100-voice choir and
orchestra.

(more)

FRIDAY, DEC. 24 (CONT'D)

10:45-11 p.m. (network except WRCA)	CHRISTMAS ROUND THE WORLD -- Holiday messages from the world's capitals.
11:30 p.m. - 12 mid. (network except WRCA)	THE FIRST NOEL -- Harriss Hubble will direct his brass choir in a selection of carols. The story of how St. Luke came to write his Gospel will be dramatized. (Produced in cooperation with the National Council of Churches).
12 mid - 1:45 a.m.	PONTIFICAL MIDNIGHT MASS FROM ST. PATRICK'S CATHEDRAL, the nationally famous Catholic church on Fifth Avenue, New York. Midnight Mass, said "in nocte" (during the night), is one of the three Proper Masses of the Feast of Christ's Birthday. His Excellency the Most Rev. Joseph F. Flannely, Auxiliary Bishop of the Archdiocese of New York and administrator of St. Patrick's Cathedral, will offer the Mass. The Very Rev. Msgr. Edwin B. Broderick will deliver the sermon.

CHRISTMAS DAY, SATURDAY, DEC. 25

10-10:30 a.m. (network except WRCA)	CONCORDIA TEACHERS' COLLEGE CHOIR OF RIVER FOREST, ILL. -- Concert of Christmas music by choir of 80 mixed voices under the direction of Victor Hildner. Selections will include "Christmas Fanfare" (Hildner), "Christmas Comes Again" (Arr. Christiansen), "Listen, Lordlings" (Trad.), "The Twelve Days of Christmas" (Arr. Nightingale), "Born Today" (Sweetlinck), "Fum Fum Fum" (Arr. Parker-Shaw), "Come Rejoicing" (Schultz), "Masters in This Hall" (Shalk), "Slumber Softly" (Dosien), "O Leave Your Sheep" (Kitson), "Carol of the Drum" (Davis), "Silent Night" (Gruber), "O Come, All Ye Faithful" (Trad.), "Fanfare for Christmas Day" (Shaw).

(more)

MONDAY, DEC. 24 (CONT'D)

10:45-11 a.m.
(network except WGBH)

CHRISTMAS ROUND THE WORLD -- Holiday messages from the world's capitals.

11:30 p.m. - 12 mid.
(network except WGBH)

THE STAR NOW -- Wireless bubble with direct 1st brass choir in a selection of carols. The story of how St. Luke came to write his Gospel will be dramatized. (Produced in cooperation with the National Council of Churches).

12 mid - 1:45 a.m.

MIDNIGHT MISSA CANTATA FROM ST. PATRICK'S CATHEDRAL. The national Roman Catholic church on Fifth Avenue, New York. Midnight Mass, sung "in recital" (during the night), is one of the most proper Masses of the Feast of Christ's Birthday. His Eminence the Most Rev. Joseph E. Flannelly, Auxiliary Bishop of the Archdiocese of New York and administrator of St. Patrick's Cathedral, will offer the Mass. The Very Rev. Msgr. Eugene J. Donnelan (?) delivers the sermon.

CHRISTMAS DAY, DECEMBER 25, 1951

10-10:30 a.m.
(network except WGBH)

MASTERPIECE PLAYHOUSE: Corliss Archer of Fifth Avenue, 111. -- Comedy of Christmas music by group of Dramaud voices under the direction of Vivian Ulmer. Selections will include "Christmas Medley" (Milder), "Christmas Comes Again" (Art. Dietz/Lerner), "Listen, Lorilieur" (Trad.), "The Twelve Days of Christmas" (Arr. Wiedoeft), "Some Toys" (Swallow), "Run Run Run" (Arr. Farber-Gross), "Come Redeemer" (Ravine), "Masses in Tela Jesi" (Smith), "Silent Night" (Gruber), "O Leave Your Sheep" (Kirven), "Song of the Drum" (Davis), "Silent Night" (Gruber), "O Come, All Ye Faithful" (Trad.), "Masses for Christmas Day" (Shaw).

(more)

CHRISTMAS DAY, SATURDAY, DEC. 25 (CONT'D)

10:30-11 a.m. (network except WRCA)	NEW CHRISTMAS DIMENSIONS IN MUSIC -- Concert by the NBC Chicago orchestra.
11-11:30 a.m. (network except WRCA)	THE LONELY CHRISTMAS -- A program telling in folk song and narrative of the many persons who are lonely at Christmas because they are set apart from their fellowmen by natural physical barriers, by poverty, by fear, by solitary employment. Presented in cooperation with the Lutheran Laymen's League, the program recalls in modern terms the loneliness and trials which beset those who were the central figures in the first Christmas.
11:30 a.m.-12 noon (network except WRCA)	AUSTIN (TEXAS) HIGH SCHOOL CHOIRS -- Concert of Christmas music by the mixed choir and the Bel Canto Singers of the Stephen F. Austin High School, Austin, Tex. Selections will include "O Come Little Children" (Glarum), "Abide O Dearest Jesus" (Hassler), "A Christian Chant" (Wilson), "Now Thank We All Our God" (Bach-Muller), "Beautiful Savior" (Christiansen), "Cherubim Song" (Glinka), "Three Kings" (Willan), "When Christmas Morn" (German Folk Song), "Sleigh Ride" (Anderson), "Go Tell It on the Mountain" (Negro Spiritual).
12 noon-12:30 p.m.	NATIONAL FARM AND HOME -- Traditional Christmas music has been scheduled for the holiday broadcast of this agricultural program.
12:30-1 p.m. (network except WRCA)	MONTANA STATE UNIVERSITY CHOIR -- Concert of Christmas music by a Choir of 65 mixed voices under direction of Lloyd Oakland. Selections will include "Gloria in Excelsis Deo" (Shaw), Chorale, "Beside Thy Cradle Here I Stand" (Bach), "Adoramus Te, Christe" (Mozart), "God Comes from His Heaven Today" (Schein), "Wassail Song" (Arr. Vaughan Williams), "How unto Bethlehem" (Trad. Italian), "Angels We Have Heard on High" (Arr. Wasner), "Greensleeves" (Trad. English), "I Saw Three Ships" (Trad English), "Alleluia" (Schwab), "The Three Kings" (Willan), "Hodie Christus Natus Est" (Sweelink).

(more)

CONTINUED NEW, SATURDAY, MAY 4, 85 (CONT'D)

10:30-11 a.m.
(network except WRCA)

MEN CONSIDERED FIDDLERS IN MUSIC -- Concert by the NYC Chamber Orchestra.

11-11:30 a.m.
(network except WRCA)

THE FOREST CHRONICLE -- A program pulling in folk songs and narrative of the many persons who are lonely at Christmas because they are far apart from their loved ones, by natural physical distance, by poverty, by fear, by solitary-society seen. Presented in cooperation with the Lutheran Lodge's Tenpenny, the program recalls to modern hearts the Lindisfarne and Yuletide music that lends the world the natural riches in the first celebration.

11:30 a.m.-12 noon
(network except WRCA)

ANXIETY (CBS11) NEW SERIES SERIES -- Concert of contrasting music by the whole cast, and the Del Cambo Singers of the Jackson A. Ellis Glee Select. Lincoln Fest. Lindsdale will trying to come Little Children (Ozarm), "Lulu's Learned Lesson" (Leslie), "A Cheerleader Chant" (Lisbon), "Now Hands We All Are Good" (Bob-Mill), "Beautiful Daisy" (Carl Hanson), "Cherubim Song" (Altha), "Green Sleeve" (Mozart), "Good Christmas Morn" (Jerome Pol Song), "Christ Lies" (Anthem), "Do Not Ye Ye Know Mistletoe" (Hugo Wolfrid/Wal).

12 noon-12:30 p.m.

NATIONAL FOLK ARTS SONG -- Twentieth Christmas music has been selected for the notion broadcast at time educational program.

12:30-1 p.m.
(network except WRCA)

MORNING STARS INVENTORY CONCERT -- Concert of Christmas music by a choir of 60 mixed voices under direction of "Lucky Cleveland". Selections with "Jesus Christ Christmas in Bethlehem Day" (Lowe) Gounod, "Christ Our Christ Lord I Sing" (Dwyer), "Adoration Jr. Christ" (Lucas), "Christ Lies Sleeping Cold" (Gregor), "Wonderful Jesus" (Carr), "Wonderful Jesus" (Carr), "Now Unto Bethlehem" (Trad. Italian), "Christ Lies Here Down on Hay" (Jr. Jones), "Christ Lies Sleeping" (Wm. Gaylan), "I Was Unto Bethlehem" (Trad. Italian), "Atlantis" (Jr. Jones), "The Lord Long (Willy), "Noble Christmas Hymn for Christ" (Jr. Jones).

(more)

CHRISTMAS DAY, SATURDAY, DEC. 25 (CONT'D)

1-1:30 p.m. (network except WRCA)	ROYAL CHORAL CHRISTMAS CONCERT -- Portion of the annual Carol Concert given by the Royal Choral Society, directed by Sir Malcolm Sargent, in Albert Hall, London. The huge auditorium is packed from floor to gallery for this annual event. Frank Phillips will be commentator.
1:30-2 p.m.	CHRISTMAS IN SAUTER-FINEGAN LAND -- Concert by the Sauter-Finegan orchestra.
2-2:30 p.m.	CHRISTMAS SALUTE FROM ENGLAND -- Ted Heath and his orchestra.
2:30-3 p.m.	AN AIR FORCE SYMPHONY CHRISTMAS.
4-4:30 P.M.	VASSAR COLLEGE CHOIR -- Concert of Christmas music.
4:30-5:15 p.m.	AMAHL AND THE NIGHT VISITORS -- Performance of Gian Carlo Menotti's opera, with the composer himself introducing the original recorded version of his work. Chet Allen sings Amahl.
5:15-5:30 p.m.	CHRISTMAS MESSAGE FROM QUEEN ELIZABETH II.
5:30-6 p.m.	CHRISTMAS 1954 -- Fred MacMurray and Glenn Ford are among the noted Hollywood screen stars who will appear in this program, produced in cooperation with the Los Angeles Presbytery. MacMurray will read the Christmas story from the New Testament; Ford will read a Christmas prayer. Dr. Ganse Little, minister of Pasadena (Cal.) Presbyterian Church, will deliver a Christmas message. Soprano Lucille Norman will sing with the NBC Hollywood orchestra directed by Robert Armbruster. The Pasadena Presbyterian Church choir of 60 voices will sing carols.

(more)

CHRISTMAS DAY, SATURDAY, DEC. 25 (CONT'D)

1-1:30 p.m.
(Network except WRCA)

HOME BEFORE CHRISTMAS CONCERT -- Fifteen of the annual Carol Concert given by the Royal Choral Society, directed by Sir Malcolm Sargent, in Albert Hall, London. The long association in peacetime from Tiers to military for this annual event, Frank Phillips will be commentator.

1:30-2 p.m.

CHRISTMAS IN SAXON-SWEDISH LAND -- Concert by the Sauter-Finegan orchestra.

2-2:30 p.m.

CHRISTMAS CAROLS FROM ENGLAND -- Ted Heath and his orchestra.

2:30-3 p.m.

AN AIR FORCE CHRISTMAS CHRISTMAS.

4-4:30 p.m.

VERNON DUKE'S CIRCUS -- Concert of Duke's music.

4:30-5:15 p.m.

ALAMO AND THE SIGNS VISITORS -- Performance of Giam Carlo Menotti's opera, with the composer himself introducing the original recorded version of his work. Chet Allen sings Santa.

5:15-5:30 p.m.

CHRISTMAS MESSAGE FROM QUEEN MILHELMINA II.

5:30-6 p.m.

CHRISTMAS USA -- Fred MacMurray and Edna Ford are among the noted Hollywood actors above who will appear in this program, produced in cooperation with the Los Angeles Presbytery. MacMurray will read the Christmas story from the New Testament; Ford will read a Christmas prayer. Dr. Hance Little, moderator of Presbytery (Cal.) Synod, Presbyterian Church, will deliver a Christmas message. Governor Lucille Norman will sing with the NBC Hollywood orchestra directed by Robert Armbruster. The Pasadena Presbyterian Choir choir of 50 voices will sing carols.

(MORE)

CHRISTMAS DAY, SATURDAY, DEC. 25 (CONT'D)

6:30-7 p.m.	THY KINGDOM COME -- Program of Christmas music scored for brass and voice choirs, Harriss Hubble directing. Ray Middleton will read the words of the Bible.
8-8:30 p.m.	CONVERSATION -- "Christmas" is the subject for table talk by Clifton Fadiman and his guests: author Emily Kimbrough, author-publisher Bennett Cerf, and Commander Edward Whitehead.

SUNDAY, DEC. 26

12 noon-12:30 p.m. (network except WRCA)	CAROLS OF CZECHOSLOVAKIA -- A concert of Czech carols broadcast in cooperation with Radio Free Europe.
3-5 p.m.	WEEKEND -- Joseph T. Boone, administrative officer for the Veterans' Administration, will tell how the public, through clubs and other organizations, responded with money to give Christmas parties for 110,000 hospitalized veterans in 178 hospitals from coast to coast. He will thank the public officially.

SATURDAY, JAN. 1

10:30 a.m.-12 noon (network except WRCA)	HANDEL'S "MESSIAH" -- A live performance by the Keesler Air Force Base mixed chorus and orchestra of Biloxi, Miss. The 128-voice chorus is made up of airmen, nurses and WAFS. Airman First Class Glen Draper, founder of the chorus, will direct the performance. The program will be presented in cooperation with the Air Force.

SUNDAY, JAN. 2

6:30-7:55 p.m.	BERLIOZ' "L'ENFANCE DU CHRIST" -- Performance in National Cathedral, Washington, D.C., by soloists and the National Symphony Orchestra of the Berlioz oratorio. Soloists will be Jane Hobson, David Lloyd, Mac Morgan and Kenneth Smith. Paul Callaway, the Cathedral's organist and choirmaster, will conduct.

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NBC-New York, 12/10/54

CHRISTMAS DAY, MONDAY, DEC. 25 (CONT'D)

5:30-7 p.m. — THE MESSIAH (CBS) -- Performance of Christmas music sacred for words and voice choirs. Feature public-interest legal Ray Middleton will read the words of the Bible.

8-8:30 p.m. — CONVERSATION -- "Christmas" is the subject for table talk by Clifton Fadiman and his guests, author Molly Kinbrough, author-publisher Bennett Cerf, and Commander Edward Whitehead.

SUNDAY, DEC. 26

12 noon-12:30 p.m. (network shows WNCA) — SONGS OF CZECHOSLOVAKIA -- A concert of Czech folk music in cooperation with Radio Free Europe.

3-5 p.m. — MEMOIRS -- Joseph E. Boone, administrative officer for the Veterans' Administration, will tell how the public, Elmira Club and other organizations, responded with money to give Christmas parties for 11,000 hospitalized veterans in 194 hospitals from coast to coast. He will thank the public officially.

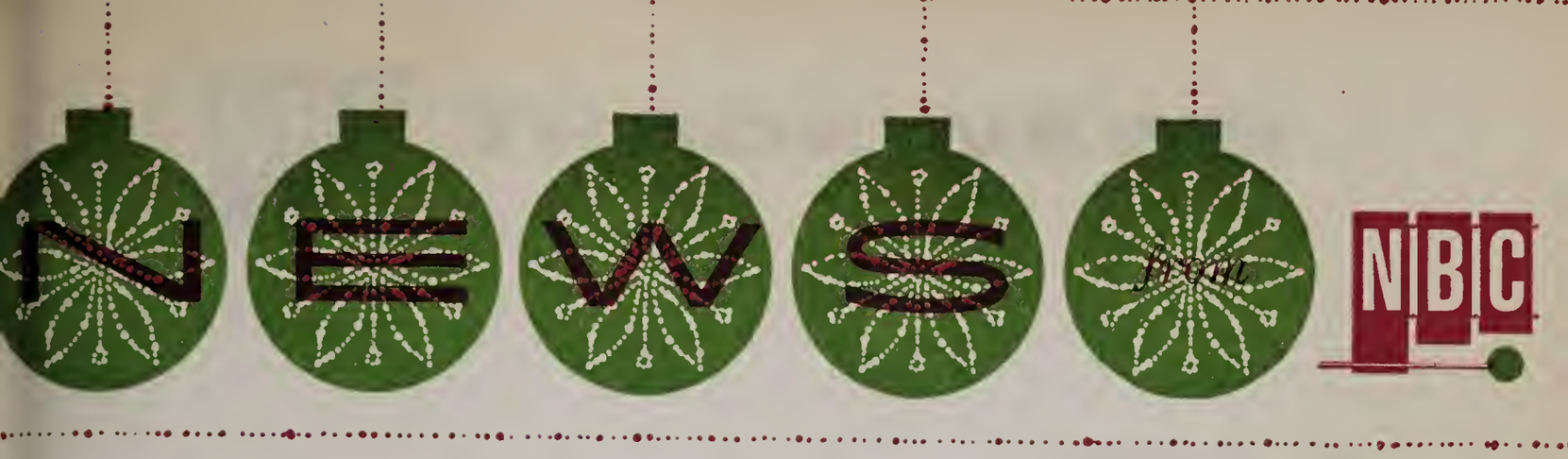
SATURDAY, JAN. 1

10:30 a.m.-12 noon (network except WNCA) — RAMBLE 'MORIAH' -- A live performance by the Kessler Air Force Base mixed chorus and orchestra of Biloxi, Miss. The 120-voice chorus is made up of airmen, nurses and WAFS. Airman First Class Glen Prater, founder of the chorus, will direct the performance. The program will be presented in cooperation with the Air Force.

SUNDAY, JAN. 2

5:30-7:30 p.m. — RADIO: "L'ENFANCE DU CHRIST" -- Performance in National Cathedral, Washington, D.C., by soloists and the National Symphony Orchestra of the Darius Milhaud. Soloists will be Jane Iverson, David Lloyd, Rae Robertson and Kenneth Smith. Paul Hallaway, the Cathedral's organist and choirmaster, will conduct.

Mad-New York, 12/10/54



CAST AND CREDITS FOR 'AMAHL AND THE NIGHT VISITORS'

Gian Carlo Menotti's Christmas opera, "Amahl and the Night Visitors," for which he wrote the text and music, will be presented by the NBC Opera Theatre on the HALLMARK HALL OF FAME Sunday, Dec. 19 (NBC-TV, 5:00 p.m., EST).

Following are the cast and credits for the fifth TV production of the opera:

Amahl.....Bill McIver
Mother.....Rosemary Kuhlmann
King Kaspar.....Andrew McKinley
King Melchior.....William Aiken
King Balthaser.....Leon Lishner
Page.....Francis Monachino
Dancing Shepherds.....John Butler, Felisa Conde and Glen Tetley
Chorus of Shepherds.....Lila Caputo, Delores de Puglia, Frances Paige, Margaret Tynes, Eudice Charney, Alicia Fraser, Carole O'Hara, Ben Bajorek, Charles Kuenster, Roland Miles, Dawin Emanuel, Sigmund Mezey

CONDUCTOR.....THOMAS SCHIPPERS
PRODUCER.....SAMUEL CHOTZINOFF
ASSOCIATE PRODUCER.....CHARLES POLACHECK
AS STAGED BY.....GIAN CARLO MENOTTI
DIRECTOR.....KIRK BROWNING
Production and Costumes designed by.....Eugene Berman
Choreography.....John Butler
Audio Director.....George Voutsas
Assistant Conductor.....Rudolph Fellner
Associate Director.....Gertrude Rosenstein
Makeup.....Bob O'Bradovitch

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NBC-New York, 12/10/54

NBC TRADE NEWS

A SERVICE OF RCA

December 13, 1954

7 OUT OF TOP 10 SHOWS ON NBC-TV

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NBC-TV, for Fourth Consecutive Time, Dominates Nielsen List Of Programs Reaching Most Homes in Nation

For the fourth consecutive time this Fall, NBC-TV programs dominate Nielsen's list of the top 10 shows reaching the most homes throughout the nation.

The national audience counting service, in its latest survey, ranked seven NBC-TV shows among the top 10, with the network's nearest competitor gaining the remaining three places.

NBC-TV's color Spectaculars continued to make the top 10 survey, with "Fanfare," the only Spectacular falling in the latest rating period, winning seventh place. All the network's color Spectaculars rated to date have been of top-10 caliber, commanding an average audience of 31,000,000 viewers for each show.

The "Steve Allen Show," a special program seen at 8 p.m., Nov. 9, rated eighth place on the newest Nielsen list.

The top 10 shows on a homes-reached basis for the two-week period ending Nov. 13 are:

(more)

1. I Love Lucy.....14,074,000
2. DRAGNET.....13,998,000
3. YOU BET YOUR LIFE.....13,221,000
4. Toast of the Town.....12,899,000
5. Jackie Gleason Show....12,777,000
6. BUICK-BERLE SHOW.....12,463,000
7. FANFARE.....11,711,000
8. STEVE ALLEN SHOW.....11,581,000
9. THIS IS YOUR LIFE.....11,549,000
10. FORD THEATRE.....11,001,000

The Nielsen ratings for the same period:

1. I Love Lucy.....50.3
2. DRAGNET.....49.1
3. BUICK-BERLE SHOW.....48.4
4. Jackie Gleason Show....47.2
5. Toast of the Town.....46.1
6. YOU BET YOUR LIFE.....45.7
7. FANFARE.....41.9
8. THIS IS YOUR LIFE.....41.5
9. STEVE ALLEN SHOW.....41.3
10. Disneyland.....41.0

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NBC-New York, 12/13/54

1. I Love Lucy.....$14,044,000
2. DRAGNET.....$13,200,000
3. YOU BET YOUR LIFE.....$12,321,000
4. Toast of the Town.....$12,189,000
5. Jackie Gleason Show....$12,177,000
6. BUICK-BERLE SHOW.....$12,101,000
7. FRANKIE.....$11,711,000
8. STEVE ALLEN SHOW.....$11,581,000
9. THIS IS YOUR LIFE.....$11,079,000
10. MOVIE THEATRE.....$11,001,000

The Nielsen ratings for the same period:

1. I Love Lucy.....50.3
2. DRAGNET.....49.1
3. BUICK-BERLE SHOW.....48.4
4. Jackie Gleason Show....47.8
5. Toast of the Town.....46.3
6. YOU BET YOUR LIFE.....45.7
7. MANTRAP.....44.9
8. THIS IS YOUR LIFE.....44.5
9. STEVE ALLEN SHOW.....44.3
10. Disneyland.....43.0

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NSC-New York, 1953/54

NBC TRADE NEWS

A SERVICE OF RCA

December 13, 1954

'WAY OF THE WORLD,' MONDAY-THROUGH-FRIDAY DRAMA SERIES OF WORKS BY LEADING AUTHORS TO START ON NBC-TV JAN. 3

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Each Story to Be Told in 6 to 15 Episodes Depending on Type

WAY OF THE WORLD, a distinguished new concept in daytime television, will be introduced on NBC Monday, Jan. 3 (10:30-10:45 a.m., EST) when dramatized stories will be presented in from 6 to 15 episodes each.

(more)

JOYLAND TOYLAND

"Toyland, Toyland, little girl and boy land" sings Dennis Day in one scene of the holiday season production of BABES IN TOYLAND (NBC-TV, 9 to 10:30 p.m., EST) on Saturday, Dec. 18. The Max Liebman Spectacular in compatible color will boast not only the beautiful Victor Herbert songs but the presence of such talented performers as Dave Garroway, Jack E. Leonard, Jo Sullivan and special guest Wally Cox. For a special treat for the children, Bil and Cora Baird's puppets will be on hand. The series will be seen on standard sets in black and white.

Seen Mondays through Fridays, 15 minutes each day, the new format is designed to resemble more closely the magazine technique of presenting complete stories in serial fashion. The Borden Company will sponsor the series on Mondays, Wednesdays and Fridays each week through the Young & Rubicam advertising agency.

The work of leading authors of short stories and TV dramas will be represented on the show. The roster already includes Harry Junkin, noted for half-hour dramatic shows on nighttime television, and Neila Gardner White, whose Good Housekeeping story, "The Bewitched Spinster," will be produced on this series.

In addition, every effort will be made to secure high calibre actors and actresses who previously were not available for long-term contracts on daytime shows because of Broadway commitments, but who will be free to do short-term acting assignments.

Each dramatic vignette will be told in the number of episodes that the story material merits, omitting the need for stretching or condensing plot lines and offering a greater degree of flexibility to authors, actors and producer. "Way of the World" will make use of many different locales, emotional situations and distinct characterizations to provide varied types of entertainment.

Gloria Louis, cast as Linda Porter who will introduce each episode and present commercials, will be the only permanent personality connected with the program. Miss Louis' professional background includes motion pictures, dramatic television shows and numerous commercial assignments.

The series will be produced by Therese Lewis, who will also serve as script editor, and Frederic Carr will direct.

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NBC-New York, 12/13/54 FWK

Over Pressure through Building, 35 minutes each day, the new format is designed to practice more closely the engaging behavioral of recreational computer stories to actual training. The Boston Co-Ed will sponsor the series on Monday, Wednesday and Friday each week through the Young & Rubicam advertising agency.

The work of leading authors of short stories and TV drama will be represented on the show. The author already includes Harry Tunkin, noted for call-boy drama, home of detective television, and Hilla Rerdner Colby, whose first Broadcasting story, "The Swinging Widow," will be produced on this series.

In addition, every effort will be made to secure high quality writers and scriptwriters who particularly have not available for long-term contracts on daytime radio because of heavy commitments, and who will be free to do short-hour series assignments.

Each dramatic situation will be laid in the number of episodes that the story material warrants, utilizing the usual for stretching or compressing plot lines and offering a greater degree of flexibility in factory, actors and producers. "Age of the World" will have one of from different locales, emotional situations and distinct characterizations to provide varied types of entertainment.

Gloria Lynn, cast as Diane Perkins, who will introduce each episode and provide commentary, will be the only permanent personality connected with the program. Miss Lynn's professional background includes motion pictures, dramatic television shows and numerous commercial assignments.

The series will be produced by Terrence Lewis, who will also write or assign scripts, and Frederic Ray will direct.

CBS-Ann Sons, Ryskind, Inc.

CREDITS FOR 'WAY OF THE WORLD' ON NBC-TV

TITLE:	WAY OF THE WORLD
TIME:	NBC-TV, Mondays through Fridays, 10:30-10:45 a.m., EST.
STARTING DATE:	Jan. 3, 1955
STARS:	Gloria Louis, portraying Nancy Porter, will introduce each episode and present commercials. The show will have a different cast with each new story.
FORMAT:	Dramatic stories told in from six to fifteen episodes each.
PRODUCER:	Therese Lewis
DIRECTOR:	Frederic Carr
WRITERS:	Different writer for each story.
SPONSORS:	The Borden Company, Mondays, Wednesdays and Fridays.
AGENCY:	Young & Rubicam

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NBC-New York, 12/13/54

CONCEPTS FOR 'WAY OF THE NORTH' ON NBC-TV

TITLE:	WAY OF THE NORTH
TIME:	NBC-TV, Monday through Friday, 10:30-10:45 a.m., EST.
STARTING DATE:	Jan. 9, 1955
STARS:	Gloria Lewis, portraying Nancy Preston, will introduce each episode and present commercials. The show will have a different cast with each new story.
FORMAT:	Dramatic stories told in from six to fifteen episodes each.
PRODUCER:	Theresa Lewis
DIRECTOR:	Frederic Carr
WRITERS:	Different writer for each story.
SPONSORS:	The Borden Company, Mondays, Wednesdays and Fridays.
AGENCY:	Young & Rubicam

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NBC TRADE NEWS

SPECIAL LOOK TV AWARDS TELECAST TO PRESENT BIG STAR ROSTER

For the first time in its five-year history, Look Magazine's TV awards will have an entire television program devoted exclusively to the presentation ceremonies on NBC-TV Saturday, Dec. 18 (8:30-9 p.m., EST).

The half-hour program will have its own producer, director, writer, and Steve Allen, specially selected emcee. Heretofore, the awards were made during a regularly scheduled show.

The program will bring together on one stage television's outstanding performers as determined by a poll of more than 1,000 professionals in the television industry -- producers, directors, television columnists, writers and editors.

NBC has won seven out of the 13 Look awards. The winners, who will be onstage in New York to receive their awards, or seen from Hollywood, are:

GEORGE GOBEL, best comedian, NBC
JACK WEBB, best director ("Dragnet"), NBC
FRED COE, best producer ("Television Playhouse"), NBC
GROUCHO MARX, best quiz program, "You Bet Your Life," NBC
JOHN CAMERON SWAYZE, best news program ("Camel News Caravan"), NBC
DR. FRANCES R. HORWICH, best children's program ("Ding Dong School"), NBC
EDWARD R. MURROW, best public affairs program ("See It Now"), CBS
ED SULLIVAN, best variety program ("Toast of the Town"), CBS
ALISTAIR COOKE, best education program ("Omnibus") CBS
GARRY MOORE, best master of ceremonies, CBS
BISHOP FULTON J. SHEEN, best religious program ("Life is Worth Living"), DuMont

A distinguished representative from the field of sports and one from the field of drama will receive the awards for "Cavalcade of Sports," NBC, voted the best sports program, and the "U.S. Steel Hour," ABC-TV, voted the best dramatic program.

The Toni Company, sponsor of "Place the Face," usually seen in the Saturday night-time spot, will present the special award program.

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NBC-New York, 12/13/54

NBC TAKES TIME

EMMYS: LOOK TV AWARDS TONIGHT

TO FEATURE 8TH YEAR MOVIES

For the first time in its five-year history, Look Magazine's TV awards will have an original television program devoted exclusively to the presentation ceremonies on NBC-TV Saturday, Jan. 16 (8:30-9 p.m., EST).

The half-hour program will have Jack Benny, Steve Allen, Milton Berle and Jerry Allen, especially selected emcee. Previously, the awards were made during a regularly scheduled show.

The program will bring together on the stage television's outstanding performers as determined by a poll of more than 1,000 professionals in the television industry -- producers, directors, television columnists, writers and editors.

NBC has won seven out of the 13 Look awards. The winners, who will be coming to New York to identify their awards, or have Tom Holliwood, Are:

MODERN TODAY, best commentator, NBC
JACK BENNY, best director ("Jeopardy"), NBC
GREG COOK, best producer ("Television Playhouse"), NBC
DOROTHY KILGALLEN, best quiz program, "Who Pays Your Life," NBC
JOHN CHARNOT ANALYZE, best newsprogram ("Dennis Mann Tuesday"), NBC
IT. MARCUS R. MORTIMER, best variety's program ("Time Zone Around"), TBC
EDWARD R. MURROW, best public affairs program ("See It Now"), CBS
DR. BRILLIVAN, best variety program ("Tower of the Town"), CBS
MILTAIN COOKE, best education program ("Learning") CBS
CARRY MOORE, best master of ceremonies, CBS
ISAMOV BUTTON D. SQUAW, best religious program ("Life is Worth Living"), DUMONT

A distinguished representative from the Yield of Moore and one from the Field of Arms will receive the Emmys for "Operation of Dorse," NBC, voted the top sports program, and the "U.S. Steel Hour," NBC-TV, voted the best dramatic program.

The Good Humor, sponsor of "Place the Face," actually was in the Saturday night-time spot until present the special award program.

NEW-YORK TIMES, 12/31/55

CREDITS FOR LOOK TV AWARDS TELECAST ON NBC-TV

PROGRAM:	LOOK 5TH ANNUAL TV AWARDS
TIME:	NBC-TV, Saturday, Dec. 18, 8:30-9 p.m., EST.
MASTER OF CEREMONIES:	Steve Allen
SPOTLIGHTING:	George Gobel, Groucho Marx, Jack Webb, Fred Coe, John Cameron Swayze, Dr. Frances Horwich, Edward R. Murrow, Ed Sullivan, Alistair Cooke, Garry Moore, Bishop Fulton J. Sheen.
PRODUCER:	Barry Wood
DIRECTOR:	John Goetz
WRITER:	Charlie Andrews
MUSIC DIRECTOR:	Harry Sosnik
SPONSOR:	Toni Company
AGENCY:	Weiss & Geller Inc.
ORIGINATION:	New York.

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NBC-New York, 12/13/54

CREDITS FOR LOOK TV AWARDS TELECAST ON NBC-TV

PROGRAM: LOOK 5TH ANNUAL TV AWARDS

TIME: NBC-TV, Saturday, Dec. 13, 8:30-9 p.m., EST.

MASTER OF CEREMONIES: Steve Allen

SPOTLIGHTERS: George Gobel, Groucho Marx, Jack Webb, Ernest Lee, John Cameron Swayze, Mr. Peanuts, Gerald, Edward R. Murrow, Ed Sullivan, Elizabeth Montgomery, Nancy Moore, Stanley Julian T. Stevens.

PRODUCER: Harry Wood

DIRECTOR: John Dorris

WRITER: Charlie Sweeney

MUSIC DIRECTOR: Harry Sosnik

SPONSOR: Ford Company

AGENCY: Weiss & Geller Inc.

ORIGINATION: New York.

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NBC COLOR TELEVISION NEWS
A SERVICE OF RCA

NBC COLOR TELECASTS FOR WEEK

(Dec. 19 - 25)

Thursday, Dec. 23 (NBC-TV Network including WRCA-TV)

9-9:30 p.m., EST -- DRAGNET presents a special Christmas drama of a boy's faith -- a story of the theft of a figure of the Christ Child from its cradle in a Nativity setting at a church altar on Christmas Eve. Starring Jack Webb as Sgt. Joe Friday, with Ben Alexander as his associate officer Frank Smith. This drama was first presented on "Dragnet" last Yuletide.

9:30-10 p.m., EST -- FORD THEATRE - presents "Slide, Darling, Slide" with Virginia Field, Allyn Joslyn and Anthony Caruso. Story of an actress who becomes so obsessed with the game of baseball that her career is in jeopardy.

Wednesday, Dec. 22 -- only on WRCA-TV, New York, and KRCA, Los Angeles -- 10:30-11 p.m., New York and Los Angeles times, respectively. The RHEINGOLD THEATRE PRESENTS "Silent Night," the story behind the most famous of all Christmas carols and the monk who wrote it.

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NBC-New York, 12/13/54

JACKIE COOPER TURNS TV DIRECTOR FOR 'AMERICAN INVENTORY' PLAY

Film and stage star Jackie Cooper will undertake his first assignment as a television director with "Men of the Forest," the AMERICAN INVENTORY telecast for Sunday, Dec. 19 (12:30 p.m., EST), on NBC-TV. The teleplay by John Latham concerns a dispute between a young rancher and a forest ranger over cattle grazing rights. John O'Hare will be the ranger, Mary Lou Taylor his wife, and Joe Brown Jr., the rancher.

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WILLIAM MARTIN NAMED SALES SPECIALIST FOR NBC SPORTS DEPARTMENT

William Martin, account executive for NBC-TV Network Sales, has been named sales specialist for the NBC Sports Department, Matthew J. Culligan, NBC's national sales manager, announced today.

In his new position, Mr. Martin will coordinate activities of the Advertising and Promotion and Sales Departments as regards sports accounts.

Mr. Martin came to NBC in 1951 from Look magazine, joining the Sales Department. In addition to his new duties, he will retain the Gillette, P. Lorillard, Hazel Bishop and Speidel accounts. Mr. Martin, 40, is married, and has two sons. He lives in Darien, Conn.

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NBC-New York, 12/13/54

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NBC-New York, 12/13/54

NBC TRADE NEWS

A SERVICE OF RCA

December 14, 1954

'NORBY,' FIRST TV NETWORK SERIES FILMED ENTIRELY IN COLOR, WILL BECOME NBC FEATURE JAN. 5

- - -

David Wayne to Star as Inquisitive Banker, with Joan Lorring Portraying Wife, in Family Situation-Comedy Show

PREMIERE

NORBY, the first television network series to be filmed entirely in color, will become a weekly feature of NBC-TV starting Wednesday, Jan. 5 (7 p.m., EST). The half-hour family situation-comedy programs will be transmitted in RCA-pioneered compatible color, and will be seen in black and white on standard sets.

David Wayne, star of the Pulitzer Prize-winning play, "Teahouse of the August Moon," will make his TV debut in the title role of "Norby." Joan Lorring, who has appeared on many radio and TV programs and who won the Donaldson Award for her performance in "Come Back, Little Sheba" on Broadway, will portray Wayne's wife in the series.

"Norby" will be sponsored by the Eastman Kodak Company, which will make its first venture into TV with this series. J. Walter Thompson Co., is the agency.

The new series was created by David Swift, who originated the two popular TV series, "Mr. Peepers" and "Jamie." Swift will produce and direct the writing of "Norby," which will be directed by the theatre's versatile Richard Whorf.

(more)

As Pearson Norby, Wayne plays the role of a family man and small-town banker whose friendly curiosity about his surroundings leads him into unusual, but believable, situations in the development of the warm and humorous story.

Wayne will continue his Sakini role in "Teahouse" while filming "Norby" during the day. The young actor became an established star with his outstanding success on Broadway as the leprechaun in "Finian's Rainbow." His credits include the role of Ensign Pulver in "Mister Roberts" and starring roles in such films as "How to Marry A Millionaire," "Adam's Rib," "With a Song in My Heart" and "Wait 'Til the Sun Shines Nellie."

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NBC-New York, 12/14/54

As Patrick Morey, Moore plays the role of a family man and small-town banker whose friendly curiosity about his customers leads him into unusual, but believable, situations in the development of the warm and humorous story.

Moore will continue his Sahib role in "Tamboule" while filming "Morey" during the day. The young actor became an established star with his outstanding success on Broadway as the lieutenant in "Tinian's Rainbow." His credits include the role of Ensign Pulver in "Mister Roberts" and starring roles in such films as "How to Marry a Millionaire," "Adam's Rib," "With a Song in My Heart" and "Wait Till the Sun Shines Nellie."

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NBC-New York, 12/14/54

NBC TRADE NEWS

A SERVICE OF RCA

December 14, 1954

HORACE HEIDT, NOTED DISCOVERER OF NEW TALENT, WILL TREK CROSS COUNTRY WITH "SWIFT'S SHOW WAGON" IN NBC-TV QUEST FOR "TOMORROW'S HEADLINERS"

PREMIERE

A search for new showbusiness talent will be highlighted on the new television program SWIFT'S SHOW WAGON WITH HORACE HEIDT AND THE AMERICAN WAY beginning Saturday, Jan. 8, 1955 (NBC-TV, 7:30 p.m., EST).

Swift and Company, producers of meat and meat products, is the sponsor. The advertising agency is J. Walter Thompson Company.

With Heidt the head man the "Show Wagon" will travel across the country originating from a different city each week. The half-hour format will include music, variety acts, guest artists, state governors and the entire Heidt troup of approximately 50 performers.

Each week a different state will be saluted with an outstanding resident spotlighted on the program. The guest will be dubbed "today's headliner," as compared to the two young, talented and "yet to arrive" performers from the state who will be introduced on the show as "tomorrow's headliners."

(more)

Where possible state governors will personally appear to acknowledge the salutes.

Heidt, who believes that the way to find new talent is to go where it is, has been testing new talent on its home grounds for many years.

He gives newcomers a chance to prove themselves right at home. If they're really good, he'll spot them on the show. The "Show Wagon" thus is expected to introduce many new faces to the television audience. In addition to leading the orchestra Heidt will serve as emcee of the "Show Wagon."

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NBC-New York, 12/14/54 FWK

Where possible state governors will personally appear to acknowledge the salutes.

Reidt, who believes that the way to find new talent is to go where it is, has been booking new talent on its home grounds for many years.

He gives newcomers a chance to prove themselves right at home. If they're really good, he'll put them on the show. The "Don't Wagon" thus is expected to introduce many new faces to the television audience. In addition to leading the orchestra Horst will serve as emcee of the "Show Wagon."

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NBC-New York, 12/14/54 EWK

'FUTURE OF RADIO AND TV' TO BE 'AMERICAN FORUM' TOPIC FOR PANELISTS FRED ALLEN, BEN GROSS, SYLVESTER L. WEAVER JR.

Fred Allen, the noted comedian; Ben Gross, radio and television columnist of the New York Daily News, and Sylvester L. Weaver Jr., President of the National Broadcasting Company, will be the panelists on AMERICAN FORUM, Sunday, Dec. 19 (NBC-TV, 3:30 p.m., EST; NBC Radio, 6 p.m., EST).

They will discuss "What is the Future of Radio and TV?" Allen is the author of the recently published "Treadmill to Oblivion" and Gross wrote "I Looked and I Listened," both of them books dealing with the industry.

Theodore Granik produces "American Forum" and Steve McCormick will moderate the show. The Dec. 19 forum will originate in New York this week.

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NBC-New York, 12/14/54

NBC TRADE NEWS

'FUTURE OF RADIO AND TV' TO BE 'AMERICAN FORUM' TOPIC FOR
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Theodore Granik produces "American Forum" and Steve McCormick will moderate the show. The Dec. 19 forum will originate in New York this week.

NBC New York, 12/14/54

NBC color television presents

A MAX LIEBMAN PRODUCTION

CAST LIST FOR MAX LIEBMAN'S SPECTACULAR, 'BABES IN TOYLAND,'
ON NBC-TV, SATURDAY, DEC. 18 (9-10:30 P.M., EST)

Tommy Tucker.....Dennis Day

Santa Claus.....Dave Garroway

The Toymaker.....Wally Cox

Silas Barnaby.....Jack E. Leonard

Dream Dancers ("Castles in Spain")...Rod Alexander and Bambi Linn

Jane.....Jo Sullivan

Head Clown in Toyland.....A. Robbins, Jr.

Two Assistant Clowns in Toyland.....Charles Cairoli and brother

Lost Child.....Ellen Barrie

Peter Piper.....Edward Brian

Ann Piper.....Karin Wolfe

The Bil and Cora Baird puppets, Spectacular dancers and singers.

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NBC-New York, 12/14/54

SAFETY GROUPS COMMEND NBC-TV'S 'MEDIC' SERIES FOR DEC. 20 TELECAST EMPHASIZING CAUTIOUS DRIVING

The National Safety Council has commended "Red Christmas," a story stressing the necessity for safe driving, which will be telecast on NBC-TV's MEDIC series Monday, Dec. 20 (9 p.m., EST).

"Red Christmas" concerns a tragic auto accident that follows a Christmas office party. In commenting on the program, Paul F. Stricker, executive vice president of the Greater New York Safety Council, said: "In 24 out of 100 fatal automobile accidents in 1953, a driver or a pedestrian had been drinking. Certainly this is eloquent proof that alcohol and gasoline are deadly enemies."

Ned Dearborn, president of the National Safety Council, wired Jim Moser, creator-writer of "Medic," as follows: "The National Safety Council believes NBC-TV is making a major contribution to safety by emphasizing the need for extra careful driving over the Christmas holidays."

"Medic," filmed under the technical supervision of the Los Angeles Medical Association, was the recent recipient of the Sylvania grand award as the outstanding program on television.

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NBC-New York, 12/14/54

NBC-TV NEWS

SAFETY GROUPS COMMEND NBC-TV'S 'MEDIC' SERIES FOR
DEC. 20 THEMEAST EMPHASIZING CAUTIOUS DRIVING

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NBC-New York, 12/18/54

NBC-TV AND RADIO WILL CARRY PRESIDENT EISENHOWER'S CHRISTMAS MESSAGE AT WHITE HOUSE YULE TREE CEREMONY

President Eisenhower's Christmas message to the nation as he lights the White House Community Christmas Tree Friday, Dec. 17, will be broadcast by NBC Television and Radio. NBC-TV will carry the program from 5:15 to 5:30 p.m., EST; NBC Radio will carry it from 9:45 to 10 p.m., EST.

The program will originate on the Ellipse opposite the South Lawn of the White House. A Boy Scout and a Girl Scout will present Christmas greetings from the people of Washington to President and Mrs. Eisenhower. As the President presses the switch lighting the White House Community Christmas Tree, trees in the barracks of U.S. armed forces overseas will be lighted simultaneously.

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NEW TIME-SPOT FOR 'BARRIE CRAIG'

BARRIE CRAIG, CONFIDENTIAL INVESTIGATOR, currently heard on the NBC Radio Network on Sundays (8:30-9 p.m., EST), will be re-scheduled to Wednesdays (8:30-9 p.m., EST) beginning Jan. 5 and thereafter. The last Sunday program will be on Dec. 26.

William Gargan plays the role of the handsome investigator who resists the temptations of beautiful women in the course of his detective work in the action and suspense series.

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NBC-New York, 12/14/54

NBC TRANS NEWS

NBC-TV AND RADIO WILL CARRY PRESIDENT EISENHOWER'S
CHRISTMAS MESSAGE AT WHITE HOUSE YULE TREE CEREMONY

President Eisenhower's Christmas message to the nation as he lights the White House Community Christmas Tree Friday, Dec. 11, will be broadcast by NBC Television and Radio. NBC-TV will carry the program from 5:15 to 5:30 p.m., EST; NBC Radio will carry it from 9:45 to 10 p.m., EST.

The program will originate on the Ellipse opposite the South Lawn of the White House. A Boy Scout and a Girl Scout will present Christmas greetings from the people of Washington to President and Mrs. Eisenhower. As the President presses the button lighting the White House Community Christmas Tree, troops in the barracks of U.S. armed forces overseas will be lighted simultaneously.

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NEW TIME-SLOT FOR 'MARRIE CRAIG'

MARRIE CRAIG, CONFIDENTIAL INVESTIGATOR, currently heard on the NBC Radio Network on Sundays (8:30-9 p.m., EST), will be rescheduled to Wednesdays (8:30-9 p.m., EST) beginning Jan. 3 and thereafter. The last Sunday program will be on Dec. 20.

William Gargan plays the role of the handsome investigator who relates the escapades of beautiful women in the course of his detective work in the action and suspense series.

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NBC-New York, 12/14/54

WEST COAST GETS A 'ONE-SHOT' INTRODUCTION TO 'TONIGHT' AND STEVE ALLEN GAGS MAKE INDOCTRINATION COMPLETE

Viewers in Hollywood were treated to the late evening zaniness of Steve Allen last night (Dec. 13) as NBC-TV's TONIGHT program made its West Coast debut. It was seen in Hollywood 8:30-9:30, PST on a "one-shot" basis, and was designed to give Californians a glimpse of the late night goings-on which are regularly seen in the East and Midwest.

Richard Willis, popular among WRCA-TV (New York) distaff viewers, was Allen's guest. Willis brought along his cosmetic bag of tricks and did a capsule "glamorizing" job on a volunteer from the Hudson Theatre studio audience in New York.

Steve became curious about the Willis techniques used in beautifying women. Supremely confident, Willis allowed that he could improve the looks of men as well as women, at which point he crowned Steve with a blond wig. Allen frowned at his visage in a mirror and observed: "I look like Liberace in negative."

In sharp contrast to the suave Mr. Willis was "Joe, the Teeth Man," whose specialty is lifting furniture with his uncommonly strong teeth. "Reason he does this," explained Steve, "is that he doesn't like to leave fingerprints."

Skitch Henderson and his band provided "Tonight's" upbeat musical punctuation. Mort Werner is executive producer, William O. Harbach producer and Dwight Hemion director of "Tonight."

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NBC-New York, 12/14/54

WEST COAST GETS A 'WRONG-SHOT' INTRODUCTION TO 'TONIGHT'
AND STEVE ALLEN GIVE MORE INFORMATION COMPLAINTS

Viewers in Hollywood were treated to the late evening premiere of Steve Allen last night (Dec. 13)as NBC-TV's TONIGHT program made its West Coast debut. It was seen in Hollywood 8:30-9:30, PST on a "one-shot" basis, and was designed to give California a glimpse of the late night coming-on which are regularly seen in the East and Midwest.

Ricardo Willis, popular among WRCA-TV (New York) station viewers, was Allen's guest. Willis brought along his cosmetic kit of tricks and did a capsule "glamorizing" job on a volunteer from the Hudson Theatre studio audience in New York.

Steve became curious about the Willis techniques used in beautifying woman. Supremely confident, Willis allowed that he could improve the looks of men as well as women, at which point he crowned Steve with a blond wig. Allen frowned at his visage in a mirror and observed: "I look like Liberace in negative."

In sharp contrast to the suave Mr. Willis was "Joe, the Tech Man," whose specialty is lighting fixtures with his uncommonly strong touch. "Easier on does this," explained Steve, "is that he doesn't like to have fluorescents."

Shirley Bonnie, and his band provided "Tonight's" upbeat musical punctuation. Work horse is executive producer, William G. Harbach producer and Dwight Hooker director of "Tonight."

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NBC-New York, 12/14/54

AMERICAN CHICLE CO. TO BE ALTERNATE SPONSOR OF 'ZOO PARADE'

Beginning Jan. 9, the American Chicle Company of Long Island City, N.Y. joins Quaker Oats as an alternate sponsor of NBC-TV's "Zoo Parade."

"Zoo Parade," with Marlin Perkins as host, originates "live" from the Lincoln Park Zoo in Chicago (Sundays 4:30 p.m.-5 p.m., EST).

American Chicle will advertise Clorets, Dentyne and Beeman's chewing gum, and Chiclets during a 15-week campaign. The order was placed through Dancer-Fitzgerald-Sample, Inc., of New York.

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CHINA'S LEADER IN U.N. TO 'MEET THE PRESS'

George K.C. Yeh, foreign minister of the Republic of China and head of his country's delegation to the United Nations, will MEET THE PRESS Sunday, Dec. 19 (NBC-TV, 6 p.m., EST; NBC Radio, 10:30 p.m., EST).

He will be interviewed by Lawrence Spivak, owner-producer and permanent panel member of "Meet the Press"; James Reston of the New York Times, John Hightower of the Associated Press and May Craig of the Portland (Maine) Press-Herald. NBC commentator Ned Brooks will be moderator.

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AMBASSADOR LODGE TO ANSWER STUDENTS' QUESTIONS

Ambassador Henry Cabot Lodge, head of the United States delegation to the United Nations, will answer the questions of a group of New York high school students when he appears on Theodore Granik's YOUTH WANTS TO KNOW this Sunday, Dec. 19 (simulcast on NBC-TV and NBC Radio, 1 to 1:30 p.m., EST). The show will originate in New York.

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NBC-New York, 12/14/54

AMERICAN CIRCUS CO. TO BE ALTERNATE SPONSOR OF "ZOO PARADE"

Beginning Jan. 1, the American Chicle Company of Long Island City, N.Y., joins Quaker Oats as an alternate sponsor of NBC-TV's "Zoo Parade."

"Zoo Parade," with Martin Berkins as host, originates "live" from the Lincoln Park Zoo in Chicago (Sundays 4:30 p.m.-5 p.m., EST). American Chicle will advertise Clorets, Dentyne and Beemans's chewing gum, and Chiclets during a 13-week campaign. The order was placed through Ben Sackar-Universal-Campbell, Inc., of New York.

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CHINA'S LEADER IN U.N. TO 'MEET THE PRESS'

George K.C. Yeh, foreign minister of the Republic of China and head of his country's delegation to the United Nations, will MEET THE PRESS Sunday, Dec. 12 (NBC-TV, 6 p.m., EST; NBC Radio, 10:30 p.m., EST).

He will be interviewed by Lawrence Spivak, owner-producer and permanent panel member of "Meet the Press"; James Roston of the New York Times, John Rugheimer of the Associated Press and Ray Cronin of the Portland (Maine) Press-Herald. NBC commentator Ned Brooks will be moderator.

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NBC-New York, 12/14/54

NBC TRADE NEWS

A SERVICE OF RCA

December 15, 1954

NBC RADIO ANNOUNCES $19,372,222 IN NEW AND RENEWED BUSINESS

New and renewal business placed with NBC Radio Network during the last month total $19,372,222, it was announced today by William H. Fineshriber Jr., Vice President in charge of the NBC Radio Network.

Of that figure, $1,412,615 represents gross billings of new business ordered or starting on the NBC Radio Network during the last month, and $17,959,607 is gross renewal business during the same period of time.

In discussing the NBC Radio Network billings, Fineshriber said: "This business is another clear indication of the stability of NBC Radio, and reflects the fact that the NBC Radio Network with its new sales packages and program structure offers desirable properties sought by national advertisers who are judicious in their choice of media.

"In the past year we have continued our nighttime 'strip programming' of radio's great star attractions. After the full commercial success of 'Fibber McGee and Molly,' we added 'The Great Gildersleeve' to provide evening participations for new advertisers. In the daytime, we are now following a similar pattern, featuring

(more)

great personalities. Mary Margaret McBride came to the NBC Radio Network late this Fall and was sold out within a few weeks. We are now extending her five-day-a-week pattern to Saturday, a sixth day for Calgon, Inc., who will join General Foods Corporation, Q-Tips Sales Corporation and Star-Kist Foods, Inc., as sponsors," Fineshriber said.

"We will continue to expand our list of outstanding personalities during the new year with more top names, new shows and new sales patterns. Already scheduled and soon to be announced are three exciting new concepts for NBC morning programming and sales, and a number of fresh star attractions for the evening schedule."

New NBC Radio business ordered or starting during the month includes:

General Motors Corp. for the Henry J. Taylor YOUR LAND AND MINE program through the Kudner Agency, Inc.

Q-Tips Sales Corp. for MARY MARGARET McBRIDE through the Lawrence C. Gumbinner Advertising Agency, Inc.

Crosley Division of the AVCO Manufacturing Corp. for the COTTON BOWL GAME through Batten, Barton, Durstine and Osborn, Inc.

Allis-Chalmers Manufacturing Company for the Winston Churchill Tribute, HIS FINEST HOUR, through Bert S. Gittens Advertising.

Travelers Insurance Company for VOICES AND EVENTS through Young and Rubicam, Inc.

Gillette Safety Razor Company for the ROSE BOWL GAME through Maxon, Inc.

The Whitehouse Company for CHRISTMAS MUSIC FOR SUNDAY MORNING through Victor & Richards, Inc.

Giant Animals Company, Inc., for WOMAN IN LOVE, HOTEL FOR PETS and NEWS through the Duane Jones Company, Inc.

(more)

Great personalities. Mary Margaret McBride came to the NBC Radio Network late this April and was sold out within a few weeks. We are now estimating her five-day-a-week pattern on Saturday, a quick day for Colgate, Inc., who will join General Foods Corporation, G-Type Sales Corporation and Star-Kist Foods, Inc., as sponsors," Pinsoneault said.

"We will continue to expand our list of outstanding personality-appeal programs for next year with more top names, new shows and new sales patterns. Already scheduled and soon to be announced are three exciting new concepts for NBC network programming and sales, and a number of fresh star attractions for the evening schedule."

New NBC Radio business received or signed during the month included:

General Foods Corp. for the Henry J. Taylor YOU LAND AND MINE program through the Benton Agency, Inc.

G-Type Sales Corp. for MARY MARGARET McBRIDE through the Lawrence C. Gumbinner Advertising Agency, Inc.

Crosley Division of the AVCO Manufacturing Corp. for the COTTON ROAD DANCE through Batten, Barton, Durstine and Osborn, Inc.

Allis-Chalmers Manufacturing Company for the Winston Churchill Tribute, THE SUNDAY HOUR, through Ruth B. Gilkison Advertising.

Travelers Insurance Company for VOICES AND EVENTS through Young and Rubicam, Inc.

Gillette Safety Razor Company for the Joe E. Brown GAME through Maxon Inc.

The Whitehouse Company for CHRISTMAS MUSIC AND SUNDAY MORNING through Victor E. Schwartz Inc.

Ralston Purina Company, Inc., for WOMAN IN LOVE, MOTEL FOR PETS and NEWS through Van Liere Jones Company Inc.

(more)

Star-Kist Foods for MARY MARGARET McBRIDE through Rhoades & Davis Company.

Rexall Drug Company for THE GREAT GILDERSLEEVE through Batten, Barton, Durstine and Osborn, Inc.

Vitamin Corporation of America, news programs through Batten, Barton, Durstine and Osborn, Inc.

Webster Products Inc. for DOLLARS HEAD AND COMFORT through Huber Hoge & Son, Inc.

Calgon, Inc. for MARY MARGARET McBRIDE through Ketcham Macleod and Grove, Inc.

Brown & Williamson Tobacco Corp. news programs through Ted Bates and Co.

Accounts renewed included the following:

Allis-Chalmers Manufacturing Company for THE NATIONAL FARM AND HOME HOUR through the Bert S. Gittins Advertising Agency.

The American Tobacco Company for "Big Story" through Sullivan, Stauffer, Colwell & Bayles, Inc.

The Chevrolet Motor Division of the General Motors Corporation for THE DINAH SHORE SHOW through Campbell-Ewald Company.

Colgate-Palmolive Company for STRIKE IT RICH through the William Esty Company, Inc., THE PHRASE THAT PAYS through Bryan Houston, Inc., and LORENZO JONES through the William Esty Company, Inc.

DeSoto Motor Corp., Division of Chrysler Corporation for YOU BET YOUR LIFE through Batten, Barton, Durstine and Osborn, Inc.

Liggett & Myers Tobacco Company for DRAGNET through Cunningham & Walsh, Inc.

Miles Laboratories, Inc., for BREAK THE BANK, JUST PLAIN BILL, MORGAN BEATTY - NEWS OF THE WORLD, through Geoffrey Wade Advertising.

Mytinger & Casselberry, Inc. for THE NUTRILITE SHOW through the Dan B. Miner Company.

(more)

Blair-Kiam Foods for MARY MARGARET McBRIDE through Rhodes & Ingli Company.

Bezall Drug Company for THE CHEAT MILLIONAIRES through Batten, Barton, Durstine and Osborn, Inc.

Vitamin Corporation of America, news programs through Batten, Barton, Durstine and Osborn, Inc.

Wester Products Inc., for DOLLARS RED AND COMFORT through Myers Hope & Gordin.

Colgate, Inc., for MARY MARGARET McBRIDE through Kastner Marison and Geyer, Inc.

Brown & Williamson Tobacco Corp. news programs through Ted Bates and Co.

Accounts renewed included the following:

Mills-Chalmers Manufacturing Company for THE NATIONAL FARM AND HOME HOUR through the Earl S. Gilkins Advertising Agency.

The American Tobacco Company for "The Story" through Sullivan, Stauffer, Colwell & Bayles, Inc.

The Chevrolet Motor Division of the General Motors Corporation for THE DINAH SHORE SHOW through Campbell-Ewald Company.

Colgate-Palmolive Company for SPEAKS IT RICH through the William Esty Company Inc., THE PRIZE THAT PAYS through Ruthrauff & Ryan, Inc., and LUCKY JONES through the William Esty Company, Inc.

Dodge Motor Corp., Division of Chrysler Corporation for YOU BET YOUR LIFE through Batten, Barton, Durstine and Osborne, Inc.

Liggett & Myers Tobacco Company for DRAGNET through Cunningham & Walsh Inc.

Miles Laboratories, Inc., for REAL THE NAME, NOT PLAIN BILL, MORGAN FAMILY - NEWS OF THE WORLD, through Geoffrey Wade Advertising.

Whitaker & Baumberg Inc. for THE MERRILEE SHOW through the Don S. Mizner Company.

(more)

Procter & Gamble Company for PEPPER YOUNG'S FAMILY through Benton & Bowles, Inc.; RIGHT TO HAPPINESS through Dancer-Fitzgerald-Sample, Inc.; BACKSTAGE WIFE through Young & Rubicam, Inc.; and WOMAN IN MY HOUSE through Compton Advertising, Inc.

R.J. Reynolds Tobacco Company for GRAND OLE OPRY through William Esty Company, Inc.

Richfield Oil Corporation for the RICHFIELD REPORTER through Hixson & Jorgensen, Inc.

Skelly Oil Company for ALEX DREIER through Henri, Hurst, & McDonald, Inc.

Standard Oil Company of California for THE STANDARD HOUR through Batten, Barton, Durstine and Osborn, Inc.

White King Soap Company for THIS WOMAN'S SECRET through the Raymond R. Morgan Company.

W.P. Fuller & Company for KNOX MANNING and ELMER PATTERSON through McCann-Erickson, Inc.

General Mills Incorporated for JONNIE LEE WILLS through Zinner-Keller & Calvert, Inc.

Coast Fisheries-Division of the Quaker Oats Company for HOTEL FOR PETS through Lynn Baker, Inc.

Lewis Food Company for SHIRLEY THOMAS IN HOLLYWOOD through Rockett-Lauritzon, (Calif. Corp.)

Sterling Drug, Inc. for YOUNG WIDDER BROWN and STELLA DALLAS through Dancer-Fitzgerald-Sample, Inc.

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NBC-New York, 12/15/54

Procter & Gamble Company for KEEPER YOUNG'S FAMILY through Benton & Bowles, Inc.; RIGHT TO MARRIAGE through Lorenz-Fitzgerald-Sample, Inc.; BACKSTAGE WIFE through Young & Rubicam, Inc.; and SCAN IN MY HOME through Compton Advertising, Inc.

R.J. Reynolds Tobacco Company for GRAND OLD OPRY through William Esty Company, Inc.

Winfield Oil Corporation for the RICHFIELD REPORTER through Hixson & Jorgensen, Inc.

Shell Oil Company for ALAN DREIER through Ward, Hicks, & McDonald, Inc.

Standard Oil Company of California for THE STANDARD HOUR through Potts, Calkins, Dwyeline and Osborn, Inc.

White King Soap Company for THIS WOMAN'S SECRET through the Raymond R. Morgan Company.

W.F. Fuller & Company for KNOX MANNING and ELDEN PATTERSON through Mosaic-Erickson, Inc.

General Mills Incorporated for JOHNNIE LEE WILLS through Dancer-Fitzgerald & Sample, Inc.

Coast Firmerize-Division of the Quaker Oats Company for MEET FOR PETE through Ryan Baker, Inc.

Lewis Food Company for SHIRLEY THOMAS IN HOLLYWOOD through Rockett-Lawrence, (Calif. Corp.)

Sterling Drug, Inc. for YOUR MIDDLE FROM and STELLA DALLAS through Lennen-Fitzgerald-Sample, Inc.

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NBC-New York, 12/15/54

NBC TRADE NEWS

A SERVICE OF RCA

December 15, 1954

MITZI GREEN AND VIRGINIA GIBSON TO CO-STAR

IN NBC-TV'S 'SO THIS IS HOLLYWOOD'

- - -

Comedy Series Will Have Jimmy Lydon and Gordon Jones in Cast;

Toni Company to Sponsor Program Saturday Nights

Mitzi Green and Virginia Gibson will be co-starred in SO THIS IS HOLLYWOOD, a situation comedy series to start on the NBC-TV network Saturday, Jan. 1, 1955 (8:30-9 p.m., EST).

The series will be sponsored by the Toni Company through the Weiss and Geller Agency. It is being filmed at the Hal Roach Studios in Los Angeles.

Jimmy Lydon and Gordon Jones will play supporting roles in the series about the two young women who, in trying to make a living as performers in the hectic world of Hollywood, experience hilarious misadventures.

Miss Green will appear as Queenie Dugan, stunt woman. Miss Gibson, as Kim Tracy, her roommate, is a struggling movie extra who seems destined to be always the starlet but never the star.

(more)

Queenie, wise to the ways of Hollywood, and knowing that she will never be a star herself, is constantly thinking up clever ideas to promote Kim's career in the movies.

Jimmy Lydon, as Andy Boone, the girl's agent and Kim's biggest fan, and Gordon Jones, a stunt man and Queenie's boy-friend, are always on hand to encourage the two young women.

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CREDITS FOR 'SO THIS IS HOLLYWOOD' ON NBC-TV

PROGRAM:	SO THIS IS HOLLYWOOD
TIME:	NBC-TV, Saturdays, 8:30 p.m., EST, starting Jan. 1, 1955
STARS:	Mitzi Green and Virginia Gibson, with Gordon Jones and Jimmy Lydon
FORMAT:	Filmed situation comedy series telling of the misadventures of two girls in Hollywood trying to make good in motion pictures.
CREATOR AND PRODUCER:	Edmund Beloin
DIRECTOR AND ASSOCIATE PRODUCER:	Richard Bare
WRITERS:	Edmund Beloin, Dean Riesner, Deal Reisner, Phil Davis, George O'Hanlon, Jimmy O'Hanlon, Charles Stewart.
SETTINGS:	Hal Gausman
FILM EDITOR:	A.E. Sutherland
SPONSOR:	Toni Company
AGENCY:	Weiss & Geller
ORIGINATION:	Hollywood.

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NBC-New York, 12/15/54

Cassette, wise to the ways of Hollywood, and knowing that she will never be a star herself, is constantly striving to slaver ideas to promote Kim's career in the movies.

Jimmy Lydon, as usual shown, the girl's agent and Kim's adjusted fan, and Gordon Jones, a stuck man and Cassette's boy-friend, are always on hand to encourage the two young women.

CREDITS FOR 'SO THIS IS HOLLYWOOD' ON BBC-TV

PROGRAM:	So This Is Hollywood
TIME:	BBC-TV, Saturday, 8:30 p.m., G.T., Saturday Jan. 1, 1955
STARS:	Kim Novak and Virginia Gibson, with Gordon Jones and Jimmy Lydon
PLOT:	Filmed slapstick comedy series relating of the misadventures of two girls in Hollywood trying to make good in movies pictures.
CREATED AND PRODUCED:	Alfred Brown
DIRECTED AND ASSOCIATE PRODUCER:	Richard Tyce
WRITTEN:	Edwin Toivim, Sam Rivers, Joel Rolland, Phil Davis, Jesse O'Keefe, Jimmy O'Hanlon, Charles Stewart.
SETTING:	Hal Gleason
FILM EDITOR:	A.T. Fitzpatrick
SOUNDER:	Paul Chesney
MUSIC:	Brian Wilder
DIRECTION:	Hollywood.

Wendy Shaw, ISRAEL

CREDITS FOR MAX LIEBMAN'S NBC-TV SPECTACULAR, 'BABES IN TOYLAND'

PROGRAM:	BABES IN TOYLAND by Victor Herbert
TIME:	Saturday, Dec. 18, NBC-TV, 9 to 10:30 p.m., EST in compatible color (available on standard receivers in high quality black and white).
STARS:	Dennis Day, Dave Garroway, Wally Cox, Jack E. Leonard, Jo Sullivan, Bil and Cora Baird
CAST:	Bambi Linn and Rod Alexander, Charlie Cairoli and Paul, A. Robbins, Jr., Karin Wolfe, Ellen Barrie, Eddie Brian, Mary Mace.
PRODUCER-DIRECTOR:	Max Liebman
WRITERS:	William Friedberg, Fred Saidy, Neal Simon, Will Glickman, William Jacobson
CHOREOGRAPHER:	Rod Alexander
ART DIRECTOR:	Frederick Fox
COSTUMES:	Paul du Pont
CHORAL DIRECTOR:	Clay Warnick
MUSIC DIRECTOR:	Charles Sanford
ORCHESTRATIONS:	Irwin Kostal
ASSOCIATE PRODUCER-DIRECTOR:	Bill Hobin
BOOK DIRECTOR:	Milton Lyon
NBC SUPERVISOR:	Hal Janis
ASSISTANT TO THE PRODUCER:	Max Siegel

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NBC-New York, 12/15/54

PRESENTS YOUR NEW LIEUTENANT, NBC-TV DIRECTOR, 'MARES IN VERIANO'

PROGRAM: MARES IN VERIANO by Vicente Escobar

TIME: Saturday, Dec. 10, NBC-TV, 9 to 10:30 p.m., EST (in compatible color) (available on standard receivers in high quality black and white).

CAST: Dennis Day, Dave Garroway, Wally Cox, Jack E. Leonard, Jo Ann Sayers, Bill and Cora Baird

CAST: Dendi Lion and Rod Alexander, Cornelia Tsavoll and Paul A. Robbins, Dr., Martin Wolfe, Allen Berezin, Louis Tomas, Mary Moore.

INTRODUCTION-DIRECTION: Tom Donovan

WRITERS: William Kalchbrenner, Fred Saidy, Neal Hanson, Walt Gilbreath, William Jacobson

CINEMATOGRAPHER: Rod Alexander

ART DIRECTOR: Rosemarie Jon

COSTUMES: Paul de Pons

CHORAL DIRECTOR: Clay Warnick

MUSIC DIRECTOR: Charles Sanford

ORCHESTRATIONS: Irwin Kostal

ASSOCIATE PRODUCER-DIRECTOR: Bill Martin

BOOK DIRECTOR: Milton Lewis

NBC SUPERVISOR: Hal Jenks

ASSISTANT TO THE PRODUCER: Max Siegel

NBC-New York, 12/15/54

PLOT SYNOPSIS OF SPECTACULAR, 'BABES IN TOYLAND,'
ON NBC-TV SATURDAY, DEC. 18

Victor Herbert's BABES IN TOYLAND, Max Liebman's Spectacular colorcast for Saturday, Dec. 18 on NBC-TV (9 to 10:30 p.m., EST) is a Christmas fairy tale for both adults and children.

A small girl (Ellen Barrie), lost in a department store, tells Santa Claus that she is waiting for her mother to come and pick her up. In the interim Santa amuses the child by reading her the fairy tale, "Babes in Toyland."

In the fantasy, a young couple, Tommy Tucker (Dennis Day) and Jane Piper (Jo Sullivan), are thwarted in their plans to marry by a wicked villain, Silas Barnaby (Jack E. Leonard). As part of his cruel plot to force Jane to marry him, Barnaby lures her small sister Ann (Karin Wolfe) and her brother Peter Piper (Edward Brian) into the forest. To the rescue come Jane and Tommy, only to be captured by Barnaby's men.

The shy little toymaker, Grumio (Wally Cox) rebels against Barnaby's rule and goes to the aid of his friends, Jane, Tommy, Ann and Peter. The Toy Soldiers assemble and drive Barnaby out of Toyland.

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NBC-New York, 12/15/54

MARLON BRANDO JOINS LIST OF NOTABLES PARTICIPATING IN RADIO TRIBUTE TO ERNEST HEMINGWAY

Marlon Brando has joined the list of outstanding personalities who will give their views and interpretations of Ernest Hemingway on NBC News' full-hour radio feature, MEET ERNEST HEMINGWAY, Sunday, Dec. 19 at 7 p.m. (EST).

Brando will read selections from various of the Nobel Prize-winning author's works on the program, timed to coincide with the presentation of the prize. Other participants will be James T. Farrell, Leonard Lyons, Cornelia Otis Skinner, Charles Fenton, Malcolm Cowley, Max Eastman, Mickey Spillane, Al Capp, Leland Hayward -- and, of course, Hemingway himself in his message to the king and queen of Sweden as he receives the prize.

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NBC-New York, 12/15/54

MARION BRANDO JOINS LIST OF NOTABLES PARTICIPATING
IN RADIO TRIBUTE TO ERNEST HEMINGWAY

Marlon Brando has joined the list of outstanding personalities who will give their view and interpretations of Ernest Hemingway on NBC News' full-hour radio tribute, MEET ERNEST HEMINGWAY, Sunday, Dec. 19 at 7 p.m. (EST).

Brando will read selections from various of the Nobel Prize-winning author's works on the program, timed to coincide with the presentation of the prize. Other participants will be James T. Farrell, Leonard Lyons, Cornelia Otis Skinner, Charles Poore, Malcolm Cowley, Max Eastman, Mickey Mallens, Al Capp, Leland Hayward -- and, of course, Hemingway himself in his message to the King and Queen of Sweden as he receives the prize.

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NBC-New York, 12/15/54

NBC COLOR TELEVISION NEWS
A SERVICE OF RCA

SIDNEY HOWARD'S "YELLOW JACK" WITH OUTSTANDING CAST WILL BE PRESENTED ON "PRODUCERS' SHOWCASE" JAN. 10

One of the most prominent casts ever assembled for a television production has been set by producer Fred Coe for the fourth program on PRODUCERS' SHOWCASE -- Sidney Howard's stirring play, "Yellow Jack," which will be presented in compatible color, Monday, Jan. 10 (NBC-TV, 8-9:30 p.m., EST). It may be seen on standard sets in high quality black and white.

Top-level stage, screen and video personalities signed for the drama are Broderick Crawford, Dennis O'Keefe, Raymond Massey, Dane Clark, Wally Cox, Jackie Cooper, Victor Jory, Rod Steiger and Eva Marie Saint.

Sidney Howard collaborated with Paul de Kruif on the play, which treats of the heroic research work done by Walter Reed and his associates in locating the dreaded yellow fever-breeding mosquito in Cuba.

Delbert Mann will direct the production. Jack Rayel is executive producer, with Bill Nichols as associate producer.

More than 31,000,000 viewers, according to a Nielsen survey, have watched previous Spectaculars in this series.

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NBC-New York, 12/16/54

NBC TRADE NEWS

A SERVICE OF RCA

December 16, 1954

PASADENA'S FAMOUS TOURNAMENT OF ROSES PARADE TO BE TELECAST ON NBC WITH FAMOUS STARS PARTICIPATING

- - -

Minute Maid Corp. to Sponsor Traditional New Year's Program

California's New Year's greeting to the world, the colorful TOURNAMENT OF ROSES PARADE in Pasadena, will be presented by NBC-TV coast-to-coast for the fourth straight year Saturday, Jan. 1 (12:15 to 1:45 p.m., EST).

The 90-minute program, with Bill Goodwin and Betty White serving as hosts and Jimmy Wallington and Jeanne Baird as commentators, will cover this 66th annual pageant from vantage points on Colorado Boulevard. This location will provide NBC televiewers, expected to number more than 12 million, with front-row seats as the beauty and excitement of 61 flower-bedecked floats, 200 prancing equestrians and 20 marching bands passes before them.

A million persons will line the five-mile parade route, which starts on Orange Grove Avenue in the mansion district of Pasadena and ends at Victory Park, where a half-million people will visit the post-parade exhibit in the evening and following day.

Theme of this year's procession will be "Familiar Sayings in Flowers." In keeping with the idea of "flowers, flowers everywhere,"

(more)

every part of every float must be covered with fresh flowers or greenery, with extensive use of roses counting heavily in judging for prize awards. An average 200,000 blossoms will be used to decorate each entry, or a total of approximately 12,200,000 blossoms for the 61 floats.

Cities, civic and fraternal organizations, business associations and commercial firms will enter floats in the world-famous spectacle, which began as a village fiesta in 1890.

Typical of the elaborate entries will be the "I Love You" float of Minute Maid Corp., a long-time participant in the parade (and sponsor of the NBC telecast this year for the first time) and the $20,000 float with a "Go West, Young Man" motif on which NBC television and radio stars Roy Rogers and Dale Evans will ride.

Another parade highlight to be seen by NBC televiewers will be the appearance of Tournament of Roses Queen Marilyn Smuin, a 19-year-old Pasadena College freshman. She will be accompanied on a lavishly decorated float by her court of six princesses.

Barry Wood, director of NBC's special events department, will supervise the Tournament of Roses Parade telecast. William Kayden will produce the program and William Bennington will direct.

The Tournament of Roses Parade is one of several NBC-TV New Year's Day features. It will be followed at 1:45 p.m., EST, by a telecast of the annual Cotton Bowl game in Dallas, Tex. Following that contest, NBC-TV's coverage will return to Pasadena for the 41st Rose Bowl clash, starting at 4:45 p.m., EST.

The parade and both football games also will be covered by the NBC Radio Network.

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NBC-New York, 12/16/54

every part of every float must be covered with fresh flowers or greenery, with extensive use of roses competing heavily in judging for prize awards. An average 200,000 blossoms will be used to decorate each entry, or a total of approximately 12,200,000 blossoms for the 21 floats.

Clubs, civic and fraternal organizations, business associations and commercial firms will enter floats in the world-famous spectacle, which began as a village floats in 1890.

Typical of the elaborate entries will be the "I Love You" float of Miss Maid Corp., a long-time participant in the parade (and sponsor of the NBC telecast this year for the first time) and the $20,000 float with a "Go West, Young Man" motif on which NBC television and radio stars Roy Rogers and Dale Evans will ride.

Another parade highlight to be seen by NBC television will be the appearance of Tournament of Roses Queen Marilyn Smith, a 19-year-old Pasadena College freshman. She will be accompanied on a specially decorated float by her court of six princesses.

Barry Wood, director of NBC's special events department, will supervise the Tournament of Roses Parade telecast. William Rogers will produce the program and William Pennington will direct.

The Tournament of Roses Parade is one of several NBC-TV New Year's Day features. It will be followed at 1:45 p.m., EST, by a telecast of the annual Orange Bowl game in Miami. Next following that contest, NBC-TV's coverage will return to Pasadena for the Rose Bowl game, starting at 4:45 p.m., EST.

The parade and both football games also will be covered by the NBC Radio Network.

CREDITS FOR 'COLGATE COMEDY HOUR'

STARRING DEAN MARTIN AND JERRY LEWIS

PROGRAM:	COLGATE COMEDY HOUR (Originating in Hollywood)
TIME ON:	NBC-TV, Sunday, Dec. 19 (8 p.m., EST)
STARS:	Dean Martin and Jerry Lewis
CAST:	Vera Miles, Phil Abrams, Milton Frome, Hank Mann, Joe Kirk, Irving Kaye, Harvey Dunn, Bobby Faye, Leonard Barr, Joe Grey, Helen Eby Rock, Rose Plummer, Charles Legneur, Elsie Baker, Gloria Ann Simpson, Snub Pollard, Lee Martin, Abe Lax, Frances Weintraub, Marjery Maude.
DANCERS:	Gretchen Hauser, Dick Humphreys, Jack Mattis, Roy Clark, Dick Gregory, Ward Ellis, Charles Read, Jerry Antes.
STAFF:	Executive producer, Pete Barnum; producer-director, Ernest D. Glucksman; associate producer, Robert Henry; director, Alan (Bud) Yorkin; writers, Artie Phillips, Harry Crane; technical director, Joe Conn; costumes by Kate Drain Lawson; art director, Furth Ullman; choreography by Nick Castle; casting director, Howard Ross; music director, Dick Stabile.
SPONSOR:	Colgate-Palmolive Co.
AGENCY:	Ted Bates and Company.

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NBC-New York, 12/16/54

NBC TRADE NEWS

CREDITS FOR "COLGATE COMEDY HOUR"

STARRING DEAN MARTIN AND JERRY LEWIS

PROGRAM: COLGATE COMEDY HOUR (Originating in Hollywood)

TIME ON: NBC-TV, Sunday, Dec. 19 (8 P.M., EST)

STARS: Dean Martin and Jerry Lewis

CAST: Vera Ellen, Phil Ahrens, Milton Frome, Hank Ben, Joe Kirk, Irving Kaye, Harvey Dunn, Sonny Frye, Howard Fear, Joe Gray, Helen Roy Lock, Rose Plummer, Charles Lessner, Elvie Baker, Olympia Ann Dimaion, Jane Holland, Lee Morgan, Ann Lee, Frances Heinemann, Marjory Hardy;

DANCERS: Gretchen Hunter, Dick Hemphrey, Jack Martin, Roy Clark, Gary Gregory, Mary Ellis, Charles Hood, Gerry Ames.

STAFF: Executive producer, Pete Tarman; corporate director, Bruce D. Blackman; associate producer, Robert Horty; director, Alan (Bud) Yorkin; writers, Arnie Phillips, Harry Crane; composer-arranger, Joe Lamont; conducted by Kate Smith Lawson; art director, Frank Wilson; choreography by Hank Ostrio; casting director, Howard Teas, music director, Dick Ostello.

SPONSOR: Colgate-Palmolive Co.

AGENCY: Ted Bates and Company.

NBC-New York, 12/15/54

STEVE ALLEN TO PRESIDE OVER SPECIAL LOOK AWARDS PROGRAM; NOVEL USE OF LIGHTS AND CAMERAS TO MARK PRESENTATIONS

Steve Allen of NBC-TV's TONIGHT series, will preside over the special program designed for the television presentation of the Fifth Annual Look TV Awards on NBC-TV, Saturday, Dec. 18 (8:30-9 p.m., EST).

Designed and written by Archie Andrews, who won the first Look TV Award presented for television's best writer in 1949, the program will utilize a novel technique in the presentation ceremony.

"There won't be one handshake in the whole program," Mr. Andrews points out. "It'll all be done with lights and cameras, something new and typically 'television.'"

Focus of the lights and cameras will be the Look TV Award winners for 1954: George Gobel, Groucho Marx, John Cameron Swayze, Dr. Frances Horwich (of NBC); Edward R. Murrow, Ed Sullivan, Alistair Cooke and Garry Moore (of CBS), and Bishop Fulton J. Sheen (of the Du Mont network).

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'NEWS OF THE WORLD' GETS HAWAIIAN OUTLET

MORGAN BEATTY - NEWS OF THE WORLD will be heard in the Hawaiian Islands by direct shortwave from the mainland beginning Jan. 3, 1955. Honolulu's Station KGU and the Bishop National Bank there have approved the signing of a one-year contract.

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NBC-New York, 12/16/54

Years after to publicize over special love awards (Wednesday) Novel, one of lovers who claimed to make reservations.

Steve Allen of NBC-TV's TONIGHT series, will preside over the annual program designed for the television presentation of the Fifth Annual Look TV Awards on NBC-TV, Wednesday, Jan. 26 (8:30-9 p.m., EST).

Designed and written by Armida Bucone, the Look TV Award presented for television's best acting in 1960, the program will utilize a novel technique in the presentation ceremony.

"There won't be one humorous in the whole program," they Andrews points out. "This all be done with lights and cameras, exactly how and University Television."

Faces of the lights and cameras will be the Look TV award winners for 1960: George Cobb, Brooklyn Bar. John Cassavetes, Dr. Francis Bowlin (for NBC); Edward R. Murrow, Ed Sullivan, Allistair Cooke and Dorothy Moore (for CBS). and Steven Tolion R. Shaw (for the Ed Sund Cathedral).

"NEWS OF THE WORLD" GETS HAWAIIAN OFFICE

HONOLULU REALTY - NEWS OF THE WORLD will be based in the Hawaiian Islands by direct airmail service from the mainland beginning Jan. 3, 1961. Honolulu's Station KGU and the Pacific National Bank there have approved the signing of a one-year contract.

NEW-NEW YORK, TELEVISION

A TRIBUTE TO 'COMEDY HOUR'

NBC-TV's COLGATE COMEDY HOUR will receive a B'nai B'rith citation on Sunday, Dec. 26 for:

"Being free from stereotype situations in comedy,

"Being good, clean family fun and

"Being a healthy influence upon the nation's young people."

The award will be made during the "Comedy Hour" telecast starring Barbara Ann Scott with her famous ice show in the Chicago Stadium (8 p.m., EST). The presentation will be made by Mrs. Julius Berke, president of the Chicago Women's Council of B'nai B'rith, representing 38 chapters with a membership of more than 12,000 women.

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FAMOUS PERSONAGES--EISENHOWER, HOOVER AND CHURCHILL-- ADDED TO NBC RADIO'S 'VOICES AND EVENTS' PROGRAM

Additions to the historic collection of voices to be presented by NBC News Sunday, Dec. 26 in its VOICES AND EVENTS -- 1954 Radio program (6:30 p.m., EST) are such personages as President Eisenhower and Herbert Hoover and Sir Winston Churchill.

The President will be heard giving his State of the Union address. Mr. Hoover and Sir. Winston will be heard commenting on their respective 80th birthdays.

Others to be heard speaking of momentous events in their lives and the world's this past year will be Ernest Hemingway, Senator Joseph McCarthy, Governor Herman Talmadge, Rep. Douglas Stringfellow, and Roger Bannister.

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NBC-New York, 12/16/54

A SUNDAY TO REMEMBER NOW!

NBC-TV's TODAY COLOR DOCKET NOW will resume a Dick Pirro attraction on Sunday, Dec. 26 for:

"Being free from stereotype situations in comedy.

"Being good, clean family fun and

"Being a wholly informed news the nation's young people."

The event will be note during the "Sunday Show" relaxed exercise session Jan Sauer with her famous tea show in the Chicago studios (6 p.m., EST). The presentation will be made by Mun. Julius Hughes, president of the Chicago Lawyer's Council of Dixie Girls, representing 30 chapters with a membership of more than 12,000 women.

FAMOUS PERSONALITIES--KISSINGER, HOOVER AND CHAMPIONS--
COMES TO NBC RADIO'S 'VOICES AND EVENTS' PROGRAM

Additions to the historic collection of voices to be preserved by NBC Radio Sunday, Dec. 26 in its VOICES AND EVENTS -- 1974 Radio program (6:30 p.m., EST) are high personages as President Eisenhower and Herbert Hoover and six Heisman Champions.

The President will be heard giving his views of the Vietnam address. Mr. Hoover and Mr. Eisenhower will be heard commenting on their respective John Birchism.

Others to be heard speaking of memorable events in their lives and the world's daily from year will be Conrad Hilton, actress Joanne Woodward, Governor Ronald Reagan, Mr. Douglas Fairbanks and Roger Caminiter.

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NBC-New York, 12/16/74

NBC TRADE NEWS

A SERVICE OF RCA

December 17, 1954

AVERAGE NBC-TV EVENING PROGRAM REACHES 800,000 MORE HOMES THAN AVERAGE COMPETING NETWORK PROGRAM, NIELSEN SURVEY SHOWS

Analysis of the latest Nielsen report -- for the two-week period ending Nov. 13 -- reveals the average evening program on NBC-TV is reaching 800,000 more homes than the average competing network program.

Hugh M. Beville Jr., director of research and planning for the National Broadcasting Company, said the figure was in keeping with NBC-TV's traditional superiority in audience leadership. "The overall average advantage in homes reached this Fall for NBC-TV is 803,000 homes per show," Mr. Beville said.

Listing highlights of the latest Nielsen survey, Mr. Beville pointed out that the "Buick-Berle Show" was reaching more homes than ever before -- 12,463,000 during the November period. Berle, who has been in the top ten since he entered television seven years ago, ranked third in the recent Nielsen ratings.

Other highlights in the analysis:

"Today," with the highest rating among the early morning shows, increased its advantage over CBS' "Early Morning Show" by 55 per cent, rating 6.5 to CBS' 4.2.

(more)

2 - Nielsen Ratings

"Fanfare," NBC-TV Spectacular, with a rating of 41.9, reached 11,711,000 homes. All the network's Spectaculars have been seen by an average of 31,000,000 viewers and all have been of top-ten caliber.

"Home" was viewed in 1,461,000 homes -- more homes than viewed the program since its first month on the air.

Nielsen rated the average evening program on NBC-TV, 26.6 -- 11 per cent higher than the CBS average rating, and listed a daytime gain in viewing homes of 31 per cent for NBC-TV, the largest gain among the networks during October-November.

NBC-TV places six shows among the top ten Nielsen ratings and won seven of ten places on a homes-reached basis.

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NBC-New York, 12/17/54

8 - Ratings Ratings

"Modern" NBC-TV programming, with a rating of 41.3, reached 31,171,000 homes. All the network's documentaries have been in an average of 21,000,000 homes and all have been of top-ten ratings.

"Wide" has viewed on 4,401,000 homes -- more homes than viewed the program that "ate first month on the air.

Making room for a strong evening program on NBC-TV, 26.1 -- 12 per cent higher than the CBS average rating, and taking a morning slot in viewing hours of 31 per cent for the NBC-TV, the largest gain among the network morning hours (Nielsen-November).

NBC-TV plans to jump ahead "at sup ron Nielsen ratings ran ron seven of ten slots on a noon-reached basis.

NBC-Tam Exec. 12-17-54

NBC TRADE NEWS

December 17, 1954

SHEILAH GRAHAM, SYNDICATED WEST COAST COLUMNIST, HEADS
'HOLLYWOOD TODAY,' NEW NBC-TV 5-DAY-A-WEEK SERIES,

- - -

Famous Guests and Outstanding Film Clips to Be Featured

Sheilah Graham, well known Hollywood columnist, will present news, interviews with famous stars, and film clips from feature movies on HOLLYWOOD TODAY, a new program beginning Monday, Jan. 3 (NBC-TV, 10:45-11 a.m., EST). The show will originate live from Hollywood.

The program's title is the same as Miss Graham's column which has an estimated reading audience of 40,000,000 people.

Seen Mondays through Fridays, Miss Graham will employ unusual techniques in her interviews. Guests stars will appear five days in succession and each day separate parts of the actor's private life and career will be told with the aid of still photographs, newspaper clippings and film clips from past movies.

Each show will include a feature story on some off-beat or behind-the-scenes aspect of movie making such as dress designing and make-up. The initial shows will include film clips from each of the ten films that have been nominated for the Academy Award.

(more)

Miss Graham was born in England and began her newspaper career in New York after studying acting at the Royal Academy of Dramatic Arts in London. She began covering Hollywood for the North American Newspaper Alliance prior to World War II and was sent by NANA to London as a war correspondent in 1941 and 1943 and resumed her Hollywood beat for that syndicate after the war.

She has been a U.S. citizen for eight years and is married to a sports supervisor named Wojciechowicz Stanislaw Wojtkiewicz (nick-named Bow Wow). Miss Graham is the mother of two children by a former marriage.

"Hollywood Today" will be in the time-spot formerly occupied by "Three Steps to Heaven."

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NBC-New York, 12/17/54 FWK

NBC color television presents
A MAX LIEBMAN PRODUCTION

JUDY HOLLIDAY, STEVE ALLEN, DICK SHAWN AND RITZ BROTHERS COMBINE FOR 'GOOD TIMES' SPECTACULAR ON NBC-TV JAN. 2

GOOD TIMES are ahead for 1955!

And Max Liebman, fitting that title to his Sunday, Jan. 2 color Spectacular on NBC-TV, is starting the New Year right with the top television trio he brought together -- Judy Holliday...Steve Allen...and Dick Shawn.

Plus a terrific trio, long the toast of Hollywood, Broadway and night clubs in between -- THE RITZ BROTHERS.

Liebman plans to dedicate the entire "Good Times" revue (7:30 to 9 p.m., EST) to "laughs, boffs, chuckles and guffaws," built around these six of the best fun-makers in showbusiness."

In support will be the vocal and dancing groups with which producer Liebman has won nationwide acclaim.

"Good Times" (Sunday, Jan. 2, NBC-TV, 7:30 to 9 p.m., EST) will be telecast in compatible color and may be seen on standard receivers in high-quality black and white. Nielsen surveys indicate that these Spectaculars are seen by an average of 31,000,000 viewers.

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NBC-New York, 12/17/54

'SEARCH FOR SANITY' PROGRAM ON NBC-TV WINS HIGH PRAISE OF NATIONAL ASSOCIATION FOR MENTAL HEALTH

A recent NBC telecast on mental illness has been honored by the National Association for Mental Health for its "outstanding contribution" to public understanding of the problem.

The program, "Search for Sanity," was produced Oct. 31 as part of the MARCH OF MEDICINE series by Smith, Kline & French Laboratories in cooperation with the American Medical Association. The N.A.M.H. has requested and been granted permission to make kinescopes of the program available to its state and local associations for purposes of public education.

In a talk accompanying the citation to the program, Mrs. A. Felix duPont, member of the board of directors of the National Association for Mental Health, called it "one of the most exciting and, without question, one of the finest portrayals of the problem of mental illness, the work that is being done to combat it, the hopefulness of the outlook and the need for public sympathy and action."

She cited a report from the N.A.M.H. public relations staff that said the program "did a more sympathetic, authentic, comprehensive, convincing and stimulating job than any other television or radio program that has ever been seen or heard on the subject."

The SKF Medical Television Unit produced the program. Doris Ann was the NBC producer.

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NBC-New York, 12/17/54

NBC-TV NEWS

"SEARCH FOR SANITY" PROGRAM ON NBC-TV WINS HIGH PRAISE
OF NATIONAL ASSOCIATION FOR MENTAL HEALTH

A recent NBC telecast on mental illness has been honored by the National Association for Mental Health for its "outstanding contribution" to public understanding of the problem.

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She cited a report from the N.A.M.H. public relations staff that said the program "did a more appetizing, audacious, comprehensive, convincing and stimulating job than any other television or radio program that has ever been seen or heard on the subject."

The SKF Medical Television Unit produced the program. Doris Ann was the NBC producer.

NBC-New York, 12/17/54

NBC RADIO'S 'THREE STAR EXTRA' SERIES TO BE EXTENDED TO WEST COAST STARTING JAN. 10

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Sun Oil Continues As Sponsor on 36 Stations; Program Offered 'Co-op' in Other Areas

Ray Henle's THREE STAR EXTRA, heard in a 14-state area of the East, Midwest and South under sponsorship of the Sun Oil Company, will be made available to the entire NBC Radio Network starting Monday, Jan. 10, it was announced today by the National Broadcasting Company.

The program will go to the full NBC Radio Network for sale by affiliates on a co-operative basis in their local areas. The Sun Oil Company will continue sponsorship of the program in its 36-station area and has renewed its contract in the interest of Sunoco motor oil, fuel oil, gasoline and other automotive services and accessories through the Rauthrauff & Ryan, Inc., advertising agency, effective on the same date.

The popular Monday-through-Friday (6:45 p.m., EST) 15-minute news program has been on NBC Radio since June, 1932, and has been sponsored by Sun Oil for more than seven years. It originates in Washington and features completely factual reporting-in-lieu of comments or opinions--by Henle, Ned Brooks and other experts.

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NBC-New York, 12/17/54

NBC STATION WORK:

NBC AUDIO'S 'THREE STAR EXTRA' SERIES TO BE
EXTENDED TO WEST COAST STARTING JAN. 30

- - -

Sun Oil continues as sponsor on 30 stations;
Program offered Monday's in other areas

Fay Wendle's THREE STAR EXTRA, heard on a bi-state area of the East, Midwest and South under sponsorship of the Sun Oil Company, will be made available to the entire NBC Radio Network starting Monday, Jan. 30, it was announced today by the National Broadcasting Company.

The program will go to the full NBC Pacific Network for sale by affiliates on a co-operative basis in their local areas. The Sun Oil Company will continue sponsorship of the program in its 30-station area and has renewed its contract in the interest of Sohio motor oil, fuel oil, gasoline and other automotive products and accessories through the Southwest & Ryan, Inc., advertising agency, effective on the same date.

The popular Monday-through-Friday (5:45 p.m., EST) 15-minute news program has been on NBC Radio since June, 1937, and has been sponsored by Sun Oil for more than seven years. It originates in Washington and features completely factual broadcasting--no slant or comments or opinions--by Wendle, Ned Brooks and other experts.

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NBC-Mon Wash, 12/17/40

BARRY WOOD EXECUTIVE PRODUCER OF 'LOOK TV AWARDS' SHOW

Barry Wood, director of special events for NBC Radio and Television networks, will be executive producer of the Look TV Awards program, an NBC special event telecast Saturday, Dec. 18, 8:30-9 p.m., EST.

Look TV Award winners Fred Coe (best producer) and Jack Webb of "Dragnet" (best director) will be among the television personalities appearing on the program.

Charlie Andrews is the writer of the special program (not Archie Andrews, as incorrectly listed in release yesterday).

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FRED M. KIEFER PROMOTED IN NBC MERCHANDISING DEPARTMENT

Fred M. Kiefer, district supervisor for the National Broadcasting Company's merchandising department in Pennsylvania and New Jersey, has been promoted to assistant manager of the department in New York City, Murray Heilweil, department manager, announced today. Before joining NBC, Mr. Kiefer was associated with American Weekly, F. W. Woolworth Co., and the Firestone Tire & Rubber Co.

Mr. Heilweil also announced the appointment of Don L. Turpin, as district supervisor of the department's Southeastern territory. Mr. Turpin held numerous sales posts with Philip Morris before coming to NBC.

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NBC-New York, 12/17/54

NBC VARIOUS NEWS

BARRY WOOD EXECUTIVE PRODUCER OF 'LOOK TV AWARDS' SHOW

Barry Wood, director of special events for NBC Radio and Television networks, will be executive producer of the Look TV Awards program, an NBC special event telecast Saturday, Dec. 18, 8:30-9 p.m., EST.

Look TV Award winners Fred Coe (best producer) and Jack Webb of "Dragnet" (best director) will be among the television personalities appearing on the program.

Charlie Andrews is the writer of the special program (not Arthur Andrews, as incorrectly listed in release yesterday).

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FRED M. KIEFER RECALLED IN NBC MERCHANDISING DEPARTMENT

Fred M. Kiefer, district supervisor for the National Broadcasting Company's merchandising department in Pennsylvania and New Jersey, has been promoted to assistant manager of the department in New York City, Murray Heilweil, department manager, announced today. Before joining NBC, Mr. Kiefer was associated with American Weekly, F. W. Woolworth Co., and the Firestone Tire & Rubber Co.

Mr. Heilweil also announced the appointment of Don L. Tweyle, as district supervisor of the department's Southeastern territory. Mr. Tweyle held numerous sales posts with Philip Morris before coming to NBC.

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NBC-New York, 12/17/48

CREDITS FOR 'TOURNAMENT OF ROSES PARADE' ON NBC-TV

PROGRAM:	TOURNAMENT OF ROSES PARADE.
DATE AND TIME:	NBC-TV, Saturday, Jan. 1, 1955, 12:15 to 1:45 p.m., EST.
HOSTS:	Bill Goodwin and Betty White.
COMMENTATORS:	Jimmy Wallington and Jeanne Baird.
FORMAT:	On-the-spot coverage of the 66th annual New Year's Day Tournament of Roses Parade in Pasadena, Calif. NBC cameras will be located on Colorado Boulevard to televise procession of lavishly decorated floats, gaily costumed marching and mounted groups, numerous bands and other parade features.
SUPERVISOR:	Barry Wood.
PRODUCER:	William Kayden.
DIRECTOR:	William Bennington.
SPONSOR:	Minute Maid Corp.
AGENCY:	Lynn Baker, Inc.

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NBC-New York, 12/17/54

NBC-TV NEWS

CREDITS FOR TOURNAMENT OF ROSES PARADE ON NBC-TV

PROGRAM: TOURNAMENT OF ROSES PARADE.

DATE AND TIME: NBC-TV, Saturday, Jan. 1, 1955, 12:30 to 1:00 p.m., EST.

HOST: Bill Goodwin and Betty White.

COMMENTATORS: Henry Wallington and Jeanne Baird.

MOBILE: On-the-spot coverage of the 65th annual New Year's Day Tournament of Roses Parade in Pasadena, Calif. NBC cameras will be located on Colorado Boulevard to televise presentation of lavishly decorated floats, gaily costumed marching and mounted groups, prancing bands and other parade features.

SUPERVISION: Perry Wood.

PRODUCER: William Hayden.

DIRECTOR: William Pennington.

SPONSOR: Morris Milk Corp.

AGENCY: Lynn Baker, Inc.

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NBC-New York, 12/17/54

NBC TRADE NEWS

December 20, 1954

THREE NEW DAYTIME 5-A-WEEK SHOWS ANNOUNCED BY NBC RADIO NETWORK:
DR. NORMAN VINCENT PEALE, "JOYCE JORDAN, M.D.," "DOCTOR'S WIFE"

- - -

Mary Margaret McBride to Add Sixth Day -- Saturday -- to Schedule

Three new Monday-through-Friday morning programs and the extension of another from five to six days per week were announced to the NBC Radio Network affiliates on a closed circuit today by Ted Cott, Operating Vice President of the NBC Radio Network.

The new shows, part of a realignment of the NBC Radio Network schedule designed to give a stronger foundation to the network program format, are the result of both listener and client requests following the success of the NBC Radio Network "across-the-board" formula of booking major star attractions and big-time shows.

An example quoted by Mr. Cott is the MARY MARGARET McBRIDE program which has been presented on Monday through Friday from 10:00-10:05 a.m., EST. This program came to the network in the Fall of 1954 and was sold out within a few weeks. As of Feb. 12 it will be heard Monday through Saturday to accommodate Calgon Inc., which will join with General Foods Corporation, Q-Tips Sales Corporation and Star-Kist Foods Inc., as sponsors.

(more)

The other programs, scheduled to give the listener a favorite personality at the same time each day, and designed to present a small unit sales package of big-time radio for advertisers are:

DR. NORMAN VINCENT PEALE, whose book,"Power of Positive Thinking," has been a best seller for the past 109 weeks and who has been a popular NBC Sunday morning inspirational speaker for many years, will be heard in a new Monday-through-Friday series from 10:05-10:15 a.m., EST, starting Jan. 3. Dr. Peale will devote his 10-minute period to answering the letters of his listeners desiring personal or inspirational guidance.

JOYCE JORDAN, M.D., popular daytime series telling the story of the private and professional life of an attractive woman physician, will be heard Monday through Friday from 10:15-10:30 a.m., EST, starting Jan. 3. Ruth Warrick will appear in the title role. The program first appeared on NBC Radio in June, 1937.

THE DOCTOR'S WIFE is the third in the series of programs running consecutively in the new lineup. This relates the drama of a doctor's life as seen through the eyes of his wife. It will star Pat Wheel in the same role she occupied when the program was on NBC Radio from March, 1952, to October, 1953. This program drew more than 500 telephone calls in each city where it was heard when it was cancelled. "The Doctor's Wife" will be heard Monday through Friday from 10:30-10:45 a.m., EST, starting Jan. 3.

The return of "Joyce Jordan, M.D." and "The Doctor's Wife" marks the first five-day-per week schedule of morning serials on the NBC Radio Network since December, 1952.

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NBC-New York, 12/20/54

The other programs, scheduled to give the listener a favorite personality at the same time each day, and designed to present a small unit sales package of big-time appeal for advertisers are:

DR. NORMAN VINCENT PEALE, whose book, "Power of Positive Thinking" has been a best seller for the past 100 weeks and who has been a popular NBC Sunday morning inspirational speaker for many years, will be heard in a new Monday-through-Friday series from 10:05-10:15 a.m., EST, starting Jan. 3. Dr. Peale will devote his 10-minute period to answering the letters of his listeners dealing personal or inspirational problems.

JOYCE JORDAN, M.D., popular daytime series telling the story of the private and professional life of an attractive woman physician, will be heard Monday through Friday from 10:15-10:30 a.m., EST, starting Jan. 3. Joan Harvey will appear in the title role. The program first appeared on NBC Radio in June, 1951.

THE DOCTOR'S WIFE is the third in the series of programs running consecutively in the new lineup. This relates the drama of a doctor's life as seen through the eyes of his wife. It will star Pat Wheel in the same role she occupied when the program was on NBC Radio from March, 1952, to October, 1953. This program drew more than 500 telephone calls in each city where it was heard when it was cancelled. "The Doctor's Wife" will be heard Monday through Friday from 10:30-10:45 a.m., EST, starting Jan. 3.

The return of "Joyce Jordan, M.D." and "The Doctor's Wife" marks the first five-day-per week schedule of morning serials on the NBC Radio Network since December, 1952.

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NBC-New York, 12/20/54

NBC TRADE NEWS

December 20, 1954

TENNESSEE ERNIE FORD TO STAR IN MONDAY-THROUGH-FRIDAY DAYTIME VARIETY SHOW ON NBC-TV STARTING JAN. 3

PREMIERE

Tennessee Ernie Ford will star in a new informal program when the TENNESSEE ERNIE FORD SHOW is introduced Monday, Jan. 3 (NBC-TV, 12 noon to 12:30 p.m., EST). Music, comedy and interviews will be the highlights of the Monday-through-Friday presentation.

Appearing with Tennessee Ernie will be a six-piece musical group and two girl singers. Already signed as a feature vocalist is Molly Bee, who is also seen on NBC-TV's "Pinky Lee Show."

(more)

'GOOD TIMES'--IN FAVOR

Judy Holliday, the nation's favorite portrayer of dumb blondes; Steve Allen, favorite quick wit; and Dick Shawn, favorite "talking pantomimist," join the Ritz Brothers on Max Liebman's first color Spectacular for 1955 -- GOOD TIMES -- on Sunday, Jan. 2 (NBC-TV, 7:30 to 9 p.m., EST).

Well-known to television fans as the star of the "College of Musical Knowledge" which was presented on NBC-TV last Summer, Tennessee Ernie Ford also has his own radio show on another network.

Ford not only can sing a hillbilly tune, an operatic aria or a current "pop" tune -- he also has proved his versatility as an announcer, master of ceremonies, actor and comedian.

His records are top sellers throughout the world, selling well into the millions. Well-remembered for his "Shotgun Boogie and other solo numbers, Ernie, in addition, has made records with Kay Starr, Helen O'Connell, Ella Mae Morse and Betty Hutton.

Since the first of the year, he has sung the title song in 20th Century Fox's "River of No Return," acted in two roles on "I Love Lucy," made guest appearances on "The Red Skelton Show," "Toast of the Town," and many others.

"Tennessee Ernie Ford Show" will have the time-spot formerly occupied by "The Betty White Show."

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NBC-New York, 12/20/54 FWK

2 - 'Tennessee Ernie Ford Show'

Well-known to television fans as the star of the "College of Musical Knowledge" which was presented on NBC-TV last Summer, Tennessee Ernie Ford also has his own radio show on another network.

Ford not only can sing a kilobilly tune, an operatic aria or a country "yon" tune -- he also has proved his versatility as an announcer, master of ceremonies, actor and comedian.

His records are top sellers throughout the world, selling well into the millions. Well-remembered for his "Sixteen Tons" and other solo numbers, Ernie, in addition, has made records with Kay Starr, Helen O'Connell, Ella Mae Morse and Betty Hutton.

Since the close of the year, he has sung the title song in Edith Century Fox's "River of No Return," acted in the roles as "I Love Lucy," made guest appearances on "The Red Skelton Show," "Toast of the Town," and many others.

"Tennessee Ernie Ford Show" will have the time-spot formerly occupied by "The Party While Show."

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NEC-Mex Item. 10/29/54 TWX

NBC TRADE NEWS

December 20, 1954

JOHN GIELGUD AS SHERLOCK HOLMES, RALPH RICHARDSON AS WATSON, AND ORSON WELLES AS THE VILLAIN MORIARTY, IN NBC RADIO SERIES

- - -

Top-Flight Cast Named for Conan Doyle Stories Produced in Britain

A new, authentic, British-produced series of radio adaptations of THE ADVENTURES OF SHERLOCK HOLMES starts on the NBC Radio Network Sunday, Jan. 2, featuring two of Britain's most distinguished actors in the lead roles.

The new series of presentations of the immortal and original stories of the late Sir Arthur Conan Doyle will feature Sir John Gielgud in the role of Sherlock Holmes, and Sir Ralph Richardson in the part of Doctor Watson.

Each of the half-hour programs to be heard Sundays at 9:30 p.m., EST, will, in addition, introduce a distinguished supporting cast chosen to lend authoritative re-creation of the period and atmosphere of the legendary Holmes adventures. For example, Orson Welles will portray the arch-criminal, Professor Moriarty, lending the resonance, tone and authoritativeness of the Welles voice to the part. Val Gielgud, in real life Sir John Gielgud's brother, will portray Mycroft, Sherlock Holmes' brother.

(more)

The radio adaptations, while faithfully portraying the plot and intention of Sir Arthur Conan Doyle, have been dramatized so as to use to the full, the resources of modern radio production. Towers of London have handled the adaptations with a view to pleasing the Sherlock Holmes fans who are "purists." Every possible effort has been made to re-create the stories in as unabridged fashion as radio will permit.

The incidental music for the series has been specially composed by Sidney Torch and features a theme written for the violin and played by the distinguished virtuoso Alfredo Campoli.

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NBC-New York, 12/20/54 FWK

The radio adaptations, while faithfully portraying the plot and intention of Sir Arthur Conan Doyle, have been dramatized so as to use to the full, the resources of modern radio production. Some of London have branded the adaptations with a view to pleasing the Sherlock Holmes fans who are 'purists.' Every possible effort has been made to re-create the stories in as unabridged fashion as radio will permit.

The incidental music for the series has been specially composed by Sidney Torch and features a theme written for the violin and played by the distinguished violinist Alfredo Campoli.

MBS-New York, 12/20/54 BWK

NBC COLOR TELEVISION NEWS
A SERVICE OF RCA

NBC COLOR TELECASTS FOR WEEK

(Dec. 26 - Jan. 1)

(NBC-TV Network Including WRCA-TV)

Tuesday, Dec. 28

11:15-11:26 a.m., EST -- on HOME -- A color pickup showing preparation of holiday food with Kit Kinne and Chef Phillip.

* * *

Thursday, Dec. 30

11:15-11:28 a.m., EST -- on HOME -- Again a food segment done in color and featuring Kit Kinne and Chef Phillip.

* * *

9:30-10 p.m., EST -- FORD THEATRE presents "The Unbroken Promise" starring George Brent, Frances Dee, Gigi Perreau, Sara Haden and Gertrude Michael. A young girl who has been taught to worship her mother's memory is resentful of her father's impending marriage until her mother shows up to dispel all she has been taught to believe.

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NBC-New York, 12/20/54

'HOME' EMCEE ARLENE FRANCIS HAS SPECIAL WARDROBE TO MEET NEEDS OF TELECASTS

A special wardrobe has been created for Arlene Francis' use on the HOME show (NBC-TV, Mondays through Fridays, 11 a.m. to 12 noon, EST), taking into careful consideration the specific requirements made of her and on her clothes during her daily appearances on the program.

Designed by Arnold Scassi at the instigation of "Home's" off-camera fashion editor Hazel Arnett, the wardrobe consists of eight pieces -- two skirts, two blouses, two jumper tops, a jacket and a dress -- all interchangeable, making it extremely versatile with 12 possible variations. They are all made of wool, except the blouses which are of cotton. Seven pairs of shoes by I. Miller are also included.

In addition to making the wardrobe becoming to Miss Francis, Mr. Scassi allowed for the fact that she must have complete freedom to move about the set, walk up and down stairs and wear a necklace type microphone at all times. He also took into consideration her figure and how to best compliment it. As she travels frequently with the program, this was another element involved in the selection of the clothes. They must be simple so as not to wrinkle and easy to pack. The wardrobe will, in fact, be used for the first time during "Home's" coast-to-coast trip to Chicago, Milwaukee and San Francisco Jan. 3-14.

Colors which are becoming to Miss Francis and which register well on TV screens were selected. One jumper top, and a skirt and the jacket which combines to make a suit, are black and white tweed. The other skirt and jumper top are charcoal, the latter with pale grey collar and cuffs. One blouse is pale grey with dark grey trim and the other is a pale yellow. The dress is made of lilac flannel.

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NBC-New York, 12/20/54 FWK

'DONE' BACKS ARLENE FRANCIS HAS SPECIAL WARDROBE TO MEET NEEDS OF TELECASTS

A special wardrobe has been created for Arlene Francis' daily on the NCWE show (TSO-TV), Monday through Friday, 11 A.M. to 12 noon, EST), taking into careful consideration the specific requirements made of her and on her clothes during her daily appearances on the program.

Designed by Arnold Scaasi at the instigation of 'Home's' off-camera fashion editor Doris Ahrens, the wardrobe consists of eight dresses -- two white, two dressy, two jumper type, a jacket and a dress -- all interchangeable, making it extremely versatile with 12 possible variations. They are all made of wool, except the dressy which are of cotton. Seven pairs of shoes by I. Miller are also included.

In addition to wearing the wardrobe belonging to Miss Francis, Scaasi allowed for the fact that she must have complete freedom to move about the set, walk up and down stairs and wear a moderate type proportions at all times. He also took into consideration her figure and how to best complement it. As she travels frequently with the program, this was another element involved in the selection of the clothes. They must be simple ad it not to wrinkle and easy to pack. The wardrobe will, in fact, be used for the first time during "Home's" coast-to-coast trip to Chicago, Milwaukee and San Francisco Jan. 3-14.

Colors which are becoming to Miss Francis and which reproduce well on TV screens were selected. One jumper top, an a skirt and the jacket which combines to make a suit, are black and white tweed. The dress white and jumper top are charcoal, the latter with pale gray collar and cuffs. One blouse is pale gray with dark gray trim and the other is a pale yellow. The dress is made of lilac flannel.

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FAYE EMERSON JOINS BEN GRAUER AS CO-EMCEE OF NBC'S TIMES SQUARE NEW YEAR'S EVE TELECAST

Faye Emerson joins Ben Grauer in hosting the special NBC-TV pickup showing the New Year's Eve celebration in New York's Times Square (11:55 p.m. to 12:10 a.m., EST).

Above the din that will greet Gotham's traditional salute to the New Year, the two emcees will describe the merrymaking of the gay, noisy throng in the Square below their vantage point on the marquee of the Sheraton-Astor Hotel. Miss Emerson also will interview famous guests.

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BROWN AND WILLIAMSON TO SPONSOR NEWS PROGRAM

Brown and Williamson Tobacco Corporation has purchased the Wednesday 8:30-8:35 p.m., EST period on the NBC Radio Network, starting Jan. 5, 1955. The sponsor will present a news program, with Kenneth Banghart, for the 1955 season in the interest of Kool Cigarettes. The contract was signed through Ted Bates and Company, advertising agency.

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NBC-New York, 12/20/54

NEW YORK NEWS

FAYE EMERSON JOINS BEN GRAUER AS CO-HOSTESS OF NEW'S TIMES SQUARE NEW YEAR'S EVE TELECAST

Faye Emerson joins Ben Grauer in hosting the special TEC-TV backup covering the New Year's Eve celebration in New York's Times Square (11:55 p.m. to 12:10 a.m., EST).

Above the 14th floor will great Gotham's traditional daring to ring New Year, the two emcees will describe the performances of the gay, noisy throng in the Square below their vantage point on the roofpeak of the Sheraton-Astor Hotel. Miss Emerson also will interview famous guests.

BROWN AND WILLIAMSON TO SPONSOR NEWS PROGRAM

Brown and Williamson Tobacco Corporation has purchased the Wednesday 8:30-8:35 p.m., E.T. period on the NBC Radio Network, starting Jan. 5, 1955. The sponsor will present a news program, with Lowell Thomas, for the 1955 season in the interest of Kool Cigarettes. The contract was signed through Ted Bates and Company, advertising agency.

NBC-NEW YORK, 12/20/54

NBC TRADE NEWS

December 21, 1954

WESTERN STAR TEX WILLIAMS AND HIS BAND TO BE SPOTLIGHTED IN NEW SATURDAY NIGHT SHOW ON NBC RADIO

- - -

Program to Feature Community Singing and Noted Guests

PREMIERE

The TEX WILLIAMS SHOW, featuring the famous Western star and his orchestra, will become a weekly feature on NBC Radio starting Saturday, Jan. 1 (10 p.m., EST, network except WRCA).

The series of half-hour programs will originate at the Bird Cage Theatre of the Knotts Berry Farm, Buena Park, Calif. A highlight of each show will be a community sing during which a name guest will be "discovered" and invited to sing a solo.

The Tex Williams orchestra includes such well-known Western entertainers as vocalist Jimmy Widener; the Texas Four; accordionist George Bamby and Dickie Phillips featured on fiddle and guitar.

Williams, versatile young singing veteran of stage, screen, radio and television, started his musical career after overcoming an attack of polio as a child in his native Ramsey, Ill. He toured the country with various units until 1946, when he formed the "Western Caravan." The band was an instant success and recorded the novelty smash hit, "Smoke! Smoke! Smoke!" which sold more than 2,000,000 copies.

(more)

After that success Williams was signed for motion pictures. He has appeared in more than 15 films, has made many personal appearances and has been guest and star on many radio and TV programs.

The "Tex Williams Show" will replace "Dude Ranch Jamboree," which has its final broadcast Dec. 18. A special program will be scheduled in the time period on Dec. 25.

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NBC-New York, 12/21/54

After that success Williams was signed for motion pictures. He has appeared in more than 15 films, has made many personal appearances and has been guest and star on many radio and TV programs.

The "Tex Williams Show" will replace "Duke Ducch Lawrence," which has its final broadcast Dec. 18. A special program will be scheduled in the time period on Dec. 25.

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WRC-New York, 12/21/54

CREDITS FOR 'SWIFT'S SHOW WAGON WITH HORACE HEIDT AND THE AMERICAN WAY' ON NBC-TV

PROGRAM:	SWIFT'S SHOW WAGON WITH HORACE HEIDT AND THE AMERICAN WAY.
TIME:	NBC-TV, Saturdays, 7:30 p.m., EST, starting Jan. 8, 1955
STAR:	Horace Heidt, with his troupe, in search of "tomorrow's headliners." Also, a prominent guest star each week.
FORMAT:	Variety show with the guest star spotlighted; salutes to different states; leading amateurs from the states visited compete with other states' representatives.
PRODUCER:	Jerry Brown
DIRECTOR:	Joseph Cavalier
MUSIC:	Horace Heidt and orchestra
SPONSOR:	Swift & Co.
AGENCY:	J. Walter Thompson
ORIGINATION:	Live, from various parts of the country.

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NBC-New York, 12/21/54

CHEVROLETS FOR "VICTORY" ARE WORKING FOR THE DEFENSE MAJOR

AND THE AMERICAN WAY - ON WOR-TV

FROM NEW:	Chevrolet's Sixty-second Great Power Drive for the American way.
TIME:	WOR-TV, Wednesday, 7:30 p.m., EWT, starting Jan. 6, 1943
WHAT:	Power Music, drama and inspiration in behalf of Chevrolet's powerhouse. Also, a prize-winner quiz for each week.
FORMAT:	Variety show with the guest star spotlighted; salutes to military service; interviews from the photo vision; Chevrolet's return engine! representatives.
PRODUCER:	Harry Lucas
DIRECTOR:	Joseph Cavallier
MUSIC:	Marvin Bell and orchestra
AGENCY:	Hall & Co.
SPONSOR:	C. Walter Thompson
OPPORTUNITY:	Lively, from-scratch parts of the country.

-0-

NOT THE DICKENS, BUT THE CREAM OF THE 1954 PICKIN'S -- THAT'S NEWSWEEK'S CHRISTMAS COVER BOY, GEORGE GOBEL

Hailed by Newsweek magazine as "'54's gift to comedy," the elfin face of NBC's George Gobel peers through a wreath on the cover of the Christmas issue of the magazine.

The accompanying article says, in part: "This year...the vast majority of America's 32 million TV screens will be alive and ablaze. On a good number of them, Christmas night laughter will be sparked by the citizen of the 20th century world whom Mr. Pickwick well might have thought least funny...George Gobel is, nonetheless, America's reigning comedy sensation."

Gobel's Christmas night (Saturday, Dec. 25) program will be seen over NBC-TV at 10 p.m., EST.

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FRED ALLEN WILL PUT A POSER TO 'JUVENILE JURY' WHEN HE'S GUEST STAR ON SHOW JAN. 2

Comedian Fred Allen will appear as guest star on the Sunday, Jan. 2 JUVENILE JURY program (NBC-TV, 4 p.m., EST).

The problem on which the ad-lib artist will seek advice from the five young jurors concerns his future career: Should he continue as an entertainer or become a full-fledged author after his initial success with "Treadmill to Oblivion?" Jack Barry will be the moderator.

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NBC-New York, 12/21/54

NBC TEXAS NEWS

NOT THE DITTONS, BUT THE CHAIN OF YES 1954 TICKING'S --
THAT'S HEMPHILL'S CHRISTMAS COVER FOR GEORGE COBEL

Hailed by Newsweek magazine as "Santa's gift to comedy," the rotin face of NBC's George Cobel peers through a wreath on the cover of the Christmas issue of the magazine.

The accompanying article says, in part: "This year...the vast majority of America's 32 million TV viewers will be alive and ahive. On a good number of them, Christmas night laughter will be spurred by the citizen of the 20th century world whom Mr. Hemphill well might have thought least funny...George Cobel is, nonetheless, America's reigning comedy sensation."

Cobel's Christmas night (Monday, Dec. 25) program will be seen over NBC-TV at 10 p.m., EST.

FRED ALLEN WILL PUT A FRESH-ON 'JUVENILE JURY'
WHEN HE'S GUEST MONDAY NIGHT, JAN. 2

Comedian Fred Allen will appear as guest star on the Monday, Jan. 2 JUVENILE JURY program (NBC-TV, 8 p.m., EST).

The problem on which the 4-lib special will seek advice from the five young jurors concerns his future career: "Should he continue as an entertainer or become a full-fledged author after his initial success with "Treadmill to Oblivion?" Dean Harry will be the moderator.

NBC-New York, 12/23/54

'UNCLE JIM' HARKINS, BENEFACTOR OF ASPIRING RADIO-TV TALENT, WILL RECEIVE MEDAL FROM POPE PIUS XII FOR SERVICE TO CHURCH

James P. "Uncle Jim" Harkins, former assistant talent co-ordinator at the National Broadcasting Company, will receive the Pro Ecclesia et Pontifice medal from Pope Pius XII shortly after Francis Cardinal Spellman returns from Korea in the middle of January.

Uncle Jim served on the Cardinal's Committee of the Laity working in the field of entertainment and for six years was chairman of the annual communion breakfast of the radio, television and advertising industries. The breakfasts were originated by another former NBC employee, Joseph Sheehan, now a schoolteacher.

The medal is bestowed in recognition of outstanding service to the Pope and to the Roman Catholic Church.

Uncle Jim, long a familiar and popular figure in the entertainment world, was a performer himself when he met Fred Allen, then a juggler. They became friends and, when Allen put together his "Town Hall" radio series in the mid-thirties, he hired Uncle Jim as his aid. Uncle Jim has been auditioning talent ever since and, although approached by would-be performers wherever he goes, he never has been known to rebuff anyone with a harsh word or withheld smile.

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NBC-New York, 12/21/54

'UNCLE JIM' HARKINS, FORMERLY OF ASSISTING RADIO-TV TALENT,
WILL RECEIVE MEDAL FROM POPE PIUS XII FOR SERVICE TO CHURCH

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The medal is bestowed [illegible] of outstanding service to the Pope and to the Roman Catholic Church.

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NBC-New York, 12/23/52

December 21, 1954

TOP SPORTS EVENTS ON NBC'S SCHEDULE OF TELECASTS

FOR NEW YEAR'S EVE AND NEW YEAR'S DAY

- - -

Times Square Welcome to 1955, Tournament of Roses Parade In Pasadena and Victor Borge Show Also Listed

Top-notch sports entertainment distinguishes the special New Year's programming scheduled by NBC-TV for Friday, Dec. 31 and Saturday, Jan. 1.

On New Year's Eve, in place of its regular Friday night boxing telecast, the GILLETTE CAVALCADE OF SPORTS will cover the final game in the Eastern College Athletic Conference's third annual Christmas basketball festival at Madison Square Garden (10 p.m., EST). Sportscaster Bud Palmer, former Princeton and New York Knickerbocker star, will comment on the action.

From 11:55 p.m. to 12:10 a.m., EST, NBC-TV will cover the always exciting arrival of the New Year in Times Square. From the marquee of the Sheraton-Astor Hotel, Ben Grauer and Faye Emerson will describe the scene as thousands jam the Square to greet 1955.

(more)

December 21, 1954

TOP SPORTS EVENTS ON NBC'S SCHEDULE OF TELECASTS

FOR NEW YEAR'S EVE AND NEW YEAR'S DAY

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(more)

New Year's Day will be a football fan's delight, for NBC-TV will cover not only one big bowl game, but two. The network has exclusive television rights to both the Cotton Bowl and Rose Bowl contests.

Preceding this coverage, NBC-TV will telecast the colorful TOURNAMENT OF ROSES PARADE in Pasadena, Calif., from 12:15-1:45 p.m., EST. Bill Goodwin and Betty White will serve as host and hostess, respectively. The announcers will be Jimmy Wallington and Jeanne Baird. Roy Rogers and Dale Evans will be featured in the parade itself.

This will be followed at 1:45 p.m., EST, by the COTTON BOWL battle in Dallas, which this year matches Arkansas' Southwest Conference champions against the Yellow Jackets of Georgia Tech. Lindsey Nelson and Red Grange will team up to describe it.

Immediately following the Cotton Bowl telecast, the R.J. Reynolds Tobacco Company will present SPORTS HIGHLIGHTS OF 1954, a filmed review of classic thrills in American sport during the past year.

At 4:45 p.m., EST, NBC-TV will return to Pasadena to cover the ROSE BOWL contest between mighty Ohio State and Southern California. This will be the 41st renewal of America's oldest bowl game. The coverage will be sponsored by the "Cavalcade of Sports."

Following the Rose Bowl telecast, the American Chicle Company will present a special holiday treat, THE VICTOR BORGE SHOW, starring the hilarious Danish pianist in a program of music and comedy which will continue until 8 p.m., EST.

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NBC-New York, 12/21/54

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Preceding this coverage, NBC-TV will telecast the colorful TOURNAMENT OF ROSES PARADE in Pasadena, Calif., from 12:45-1:15 p.m., EST. Bill Goodwin and Betty White will serve as host and hostess, respectively. The announcers will be Jimmy Williams and Jerome Hall. Roy Rogers and Dale Evans will be featured in the parade itself.

This will be followed at 1:45 p.m., EST, by the COTTON BOWL battle in Dallas, which this year matches Arkansas' Southwest Conference champions against the Yellow Jackets of Georgia Tech. Lindsey Nelson and Red Grange will line up to describe it.

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Following the Rose Bowl telecast, the American Chicle Company will present a special holiday treat, THE VICTOR BORGE SHOW, starring the hilarious Danish pianist in a program of music and comedy which will continue until 6 p.m., EST.

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NBC-New York, 12/31/54

December 21, 1954

ALL-STAR PARADE OF BANDS ACROSS THE NATION TO GREET NEW YEAR ON NBC RADIO SHOWS; COTTON BOWL AND ROSE BOWL FOOTBALL GAMES TO BE BROADCAST

An all-star parade of bands playing through the night will bring the excitement of New Year's Eve to NBC Radio's listeners (Friday, Dec. 31, 11:30 p.m.-4 a.m., EST). Midnight revels in New York, Chicago and Hollywood will break into the music of the top-name bands, which will include those of the Dorsey Brothers, Guy Lombardo, Duke Ellington, Woody Herman, Sauter-Finegan, Erroll Garner, Les Brown, George Shearing, Ralph Marterie and, from London, Ted Heath.

Two big football games will be features of the New Year's Day log: the Cotton Bowl game at Dallas with the Arkansas Razorbacks facing Georgia Tech, and the Rose Bowl Game at Pasadena with Southern California meeting Ohio State.

A live performance of Handel's "Messiah" will be broadcast from Keesler Air Force Base, Biloxi, Miss., with a 128-voice chorus composed of airmen, nurses and WAFS.

A list of NBC Radio highlights for New Year's Eve and New Year's Day follows (All times EST):

FRIDAY, DEC. 31

9:30-10 p.m.-Rose Bowl Kickoff Luncheon (Recorded)

(more)

December 21, 1936

ALL-STAR PARADE OF BANDS ACROSS THE NATION TO USHER
NEW YEAR ON NBC RADIO NIGHT; COTTON BOWL AND
ROSE BOWL FOOTBALL GAMES TO BE BROADCAST

An all-star parade of bands playing through the night will ring the excitement of New Year's Eve to NBC Radio's listeners (Friday, Dec. 31, 11:30 p.m.-4 a.m., EST). Midnight revels in New York, Chicago and Hollywood will break into the music of the top-name bands, which will include those of the Dorsey brothers, Guy Lombardo, Duke Ellington, Woody Herman, Sammy Kaye, Erroll Garner, Lee Brown, George Shearing, Ralph Marterie and, from London, Ted Heath.

Two big football games will be features of the New Year's Day log: the Cotton Bowl game in Dallas with the Arkansas Razorbacks taking Georgia Tech, and the Rose Bowl game at Pasadena with Southern California meeting Ohio State.

A live performance of Handel's "Messiah" will be broadcast from Keesler Air Force Base, Biloxi, Miss., with a 125-voice chorus composed of airmen, nurses and WAAC.

A list of NBC Radio highlights for New Year's Eve and New Year's Day follows (All times EST):

FRIDAY, DEC. 31

9:30-10 p.m.-Rose Bowl Kickoff Luncheon (Recorded)

(more)

FRIDAY, DEC. 31 (CONT'D)

This is the complete dance band and celebration schedule on NBC Radio (network except WRCA):

11:30-11:45 p.m. --	Guy Lombardo orchestra, from Hotel Roosevelt, New York.
11:45-11:58 p.m. --	The Dorseys (Tommy Dorsey, Jimmy Dorsey, featuring Buddy Rich), from Hotel Statler, New York.
11:58-12:05 a.m. --	Midnight celebration at Times Square, New York.
12:05-12:30 a.m. --	The Dorseys, from Hotel Statler, New York.
12:30-1 a.m. --	Duke Ellington orchestra, from Basin Street club, New York.
1-1:30 a.m. --	Woody Herman orchestra, from Blue Note, Chicago.
1:30-2 a.m. --	Sauter-Finegan orchestra concert, from Kline Memorial Auditorium, Bridgeport, Conn.
2-2:30 a.m. --	Ralph Marterie orchestra, from Melody Mill, Chicago.
2:30-2:45 a.m. --	Erroll Garner orchestra, from The Embers, New York.
2:45-3:15 a.m. --	Les Brown orchestra, from Palladium, Hollywood. Including midnight celebration in Hollywood.
3:15-3:30 a.m. --	George Shearing Quintet, from Birdland, New York.
3:30-4 a.m. --	Ted Heath orchestra, from London. A New Year's Eve salute from Great Britain, broadcast in cooperation with BBC.
4-4:05 a.m. --	News, from NBC New York.

(more)

FRIDAY, [illegible] (CONTD)

This is the complete demo tape and selection schedule as [illegible] Music (NEWYORK-ASCAP) [illegible]:

[illegible]:30-11:45 p.m. --	Guy Lombardo orchestra, from Roxy Roosevelt, New York.
11:45-12:15 a.m. --	The Dukes (Tommy Dorsey, Jimmy Dorsey) featuring Buddy Rich, from Hotel Statler, New York.
12:30-1:00 a.m. --	Musical selections at Times Square, New York.
1:00-1:30 a.m. --	Joe Lombardo, from Hotel Statler, New York.
1:30-2 a.m. --	Dave Gillespie orchestra, from Saint Cloud Club, New York.
2-2:30 a.m. --	Woody Herman orchestra, from Blue Room, Chicago.
2:30-3 a.m. --	Dance-rhythm orchestra concert, from Film Municipal Auditorium, Bridgeport, Conn.
3-3:30 a.m. --	Ralph Marterie orchestra, from Oriole Mill, Chicago.
3:30-3:45 a.m. --	Lucky Millinder orchestra, from The Savoy, New York.
3:45-4:15 a.m. --	Les Brown orchestra, from Palladium, Hollywood. Dancing schools relaxation in Hollywood.
4:15-4:30 a.m. --	George Shearing Quintet, from Corelone, New York.
4:30-4 a.m. --	Jack Martin orchestra, from London. [illegible] New Yorker's [illegible] from Jewel Restaurant, broadcast in conjunction with ABC.
4-4:05 a.m. --	News, from NBC New York.

(more)

SATURDAY, JAN. 1

10:30 a.m. - 12 noon (network except WRCA)	HANDEL'S "MESSIAH" -- A live performance by the mixed chorus and orchestra of Keesler Air Force Base, Biloxi, Miss. The 128-voice chorus is made up of airmen, nurses and WAFS. Airman First Class Glen Draper, founder of the chorus, will direct the performance. The program will be presented in cooperation with the Air Force.
12 noon - 12:30 p.m.	NATIONAL FARM AND HOME HOUR - The agricultural outlook for 1955.
12:30 - 1:00, network except WRCA; 1:00-1:30, network including WRCA.	TOURNAMENT OF ROSES PARADE -- Annual festivities from Pasadena, Calif.
1:45-4:30 p.m.	COTTON BOWL FOOTBALL GAME -- Arkansas Razorbacks vs. Georgia Tech. From Cotton Bowl, Dallas, Tex. Joe Hasel and Curt Gowdy, announcers.
4:30-4:45 p.m.	FOOTBALL ROUNDUP -- Bowl results, originating from Cotton Bowl radio booth.
4:45-7 p.m.	ROSE BOWL FOOTBALL GAME -- Southern California vs. Ohio State. From Rose Bowl, Pasadena, Cal.

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NBC-New York, 12/21/54

[illegible], Jan. 1

8:30 a.m. - 12 noon (Network Sales WRCA)	Chevrolet "Musicale" -- A live musical program by the Radio Broadcast Band conducted by Lieutenant Arthur Pryor, Bandmaster of Service Air Force Band, Kelsey Field, Miami. The introvocal program is made up of artistry, merit and skill. Listens first class high tenors, formerly of the chorus, will always be performances. The program will be presented if convenient with the air force.band.
12 noon - 12:30 p.m.	NATIONAL MAGAZINE OF THE AIR - The Agricultural Bulletin for 1925.
12:30 - 1:00, (Network Sales WRCA; 1:00-1:30, Kenwood Inglewood WRCA.	Department of Public Speaking -- Samuel Tamblyn, from Pasadena, Calif.
1:45-4:30 p.m.	Open: Joint Protest Week -- Lucillum Tamberlaine vs. Dorothy Stone, from Doctor Brent, Dallas, Tex. Joe Lowell and Walt Sheets, [illegible].
4:30-4:45 p.m.	Political Forum -- Brief Treatise, originating from Tuxedo Road Public Lecture.
6:45-7 p.m.	Moss Joint Production Plans -- Southern California vs. Ohio State. From Moss Tent, Pasadena, Calif.

NBC TRADE NEWS

December 21, 1954

DR. NORMAN VINCENT PEALE TO ANSWER LISTENERS' QUERIES IN NEW MONDAY-THROUGH-FRIDAY RADIO SERIES

PREMIERE

Dr. Norman Vincent Peale, whose "Power of Positive Thinking" has been the Number One best-selling book of non-fiction across the country for the past two years, will launch a new five-times-weekly program on NBC Radio starting Monday, Jan. 3 (10:05-10:15 a.m., EST).

In the new series of Monday-through-Friday broadcasts, Dr. Peale will answer questions his listeners send him. On the air he will reply to those queries he believes reflect the "most typical" problems of large segments of the population today.

One of the busiest ministers in the United States, Dr. Peale is pastor of its oldest Protestant church: the Marble Collegiate Church in New York. There each Sunday he preaches two sermons to congregations totaling more than 4,000 worshippers; a TV circuit carries the sermons to "overflow" rooms.

The Marble Collegiate Church Clinic, in which Dr. Peale is associated with Dr. Smiley Blanton and 12 assisting psychiatrists and psychologists, is a pioneer and widely known counseling service in personal problems. It occupies the entire floor of a Park Avenue office building.

(more)

Dr. Peale's weekly talks on "The Art of Living," broadcast on Sundays by NBC Radio, are heard by millions. His printed sermons go each month to a list of 175,000 persons throughout the world who have requested them. Dr. Peale also is a syndicated newspaper columnist, a magazine columnist, editor of "Guideposts," an interfaith monthly magazine, and author of several of the most widely-read inspirational books ever published. His "Guide to Confident Living" is still very popular.

One of the country's best known lecturers, Dr. Peale appears before many state and national conventions, community mass meetings, business and industrial gatherings, chambers of commerce, dinner clubs, lecture course audiences, teachers' and bankers' associations, national and state trade associations, service clubs, women's clubs, and also religious gatherings.

Dr. Peale was born in Bowersville, Ohio. He grew up in various Ohio towns, attended public schools, went on to Ohio Wesleyan University, and wanted to be a newspaperman. After graduation in 1920 he got a reporter's job on the Detroit Journal. Later, he studied theology at Boston University. His first church was in Brooklyn, N.Y., while commuting from classes in Boston. In 1927 he was called to the University Methodist Church in Syracuse, N.Y. He stayed there until 1932, when he answered a call from Marble Collegiate Church in New York.

Dr. Peale married Ruth Stafford in 1930. They have three children: Margaret, 21; John, 18, and Elizabeth, 12.

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NBC-New York, 12/21/54

2 - Dr. Norman Vincent Peale

Dr. Peale's weekly talks on "The Art of Living," broadcast on Sunday by NBC Radio, are heard by millions. His printed sermons go each month to a list of 175,000 persons throughout the world who have requested them. Dr. Peale also is a syndicated newspaper columnist, a magazine columnist, author of "Guideposts," an inspirational monthly magazine, and author of several of the most widely-read inspirational books ever published. His "Guide to Confident Living" is still very popular.

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Dr. Peale married Ruth Stafford in 1920. They have three children: Margaret, 21; John, 15, and Elizabeth, 12.

NBC-New York-12/21/54

NBC TRADE NEWS

December 21, 1954

'HOWDY DOODY' STARTS EIGHTH YEAR ON NBC-TV DEC. 27 AND DOODYVILLE LOOKS BACK ON 7 YEARS OF FUN AND FANTASY

HOWDY DOODY begins his eighth year on television Monday, Dec. 27 (Monday through Friday, NBC-TV, 5:30-6 p.m., EST). The 1,752nd show will be presented on that day -- a bigger total than any other TV network program.

Howdy was NBC's Christmas gift to the swing-and-see-saw set of America in 1947. He made his appearance as the network's first children's TV program on Dec. 27 of that year. With each passing year he has been acquiring new audiences, new laurels and new friends on and off his show. He is welcomed into more than 5,000,000 homes daily.

In the past year five newcomers have increased the population of the wonderful world of Doodyville, home of Howdy. They range from Hyde and Zeke, the tiny twin bears, who are in turn shy and bashful, bold and inventive, to Mambo the elephant, the very essence of daintiness, who dances only to mambo music.

But while the cast and the audiences and the honors increase, Howdy over the years remains his modest, lovable self.

Howdy, NBC's first venture into the children's TV program field, had his course chartered carefully and well, for the basic format still remains.

(more)

Live characters are put in juxtaposition with puppets so that the elements of fantasy prevail. Bob Smith, from the very beginning in 1947, has been Howdy's voice and the program's beloved Buffalo Bob, the cowboy hero who never totes a gun. Smith has top billing on the puppet show. His warmth and versatility have been vital ingredient to its success.

The circus theme employed at the beginning is still a trade mark of the program with Clarabell, the mute but mischievous clown moving multitudes of moppets to laughter with his matchless pantomime and such amusing puppet characters as the fascinating Flubadub -- nine animals combined into one -- capturing the circus gaity.

The Peanut Gallery, the tiers of seats in Doodyville where 50 young visitors to the program sit and are picked up on occasion by the TV cameras, still remains the most difficult section in the city for which to get tickets -- over a thousand requests being received each day for the precious pasteboards, with some parents writing for tickets years in advance.

This show made its debut as a once-weekly program. It became such a hit that within a few months its time was expanded to three periods a week, and then to its present five-a-week, Monday-through-Friday, schedule.

First hint of Howdy's great popularity came in the Spring of 1948 when his announcement of "Howdy for President" buttons drew thousands more requests than there were TV sets, and NBC executives helped their secretaries type envelopes to answer the flood of mail. Howdy was elected "President of the Kids" by a vote of landslide proportions, with youngsters actually taking time out to send in over a million ballots voting for him. Howdy ran for reelection in 1952,

(more)

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The Peanut Gallery, the tiers of seats in Doodyville where 30 young visitors to the program sit and are picked up on cameras by the TV operators, will remain the most difficult station in the city for which to get tickets -- over a thousand requests being received each day for the precious pasteboards, with some months waiting for tickets years in advance.

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(more)

and again registered an overwhelming victory.

One of the major reasons for Howdy's success is that the young audience runs the show...When the program made its debut it was titled "Puppet Playhouse," but 90 per cent of the fan mail came in addressed just to "Howdy Doody." NBC took the hint and renamed it.

When the kids wrote they'd love to have a real, live elephant on the show, the producers got one -- and it was the first elephant ever to use an NBC elevator. In 1951, as part of the ever-changing experimentation with new characters that keeps Howdy alive, vibrant, and abreast of the time, it was decided that more live characters were needed. When this was done, surveys showed the adult audience increased But the final decision was in the mailbox. Scrawled letters from kids asked for more time for their puppet favorites. They like people, sure -- but the world was full of them. And where but in Doodyville could such funny and friendly puppets be found? So back the pendulum swung to puppets.

Fun and fantasy spark "Howdy Doody," but as an American institution the program is not unaware of its responsibility to help educate its young viewers.

Thus it is that over the years Howdy has sponsored "best manners contests," safety drives, has been associated with the March of Dimes, Junior Red Cross, children's hospitals, Community Chest, Girl Scouts, National Posture Week, National Safety Council, the Police Athletic League and the Boys Club of New York. Without sermons or lectures, every Friday Howdy concludes the week's program by reminding kids to attend the church of their choice during the weekend Citations from religious leaders have praised this effort.

(more)

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When the kids wrote they'd love to have a real, live elephant on the show, the producers got one -- and it was the first elephant ever to use an NBC elevator. In 1951, as part of the ever-changing experimentation with new characters that keeps Howdy alive, vibrant, and abreast of the time, it was decided that more live characters were needed. When this was done, surveys showed the adult audience increased. But the final decision was in the mailbox. Screwball letters from kids asked for more time for their puppet favorites. They like people, sure -- but the world was full of them. And where out in Doodyville could such funny and fraternal puppets be found? So back the pendulum swung to puppets.

Fun and fantasy spark "Howdy Doody," but as an American institution the program is not unaware of its responsibility to help educate its young viewers.

Thus it is that over the years Howdy has sponsored "best manners contests," safety drives, has been associated with the March of Dimes, Junior Red Cross, children's hospitals, Community Chest, Girl Scouts, National Posture Week, National Safety Council, the Police Athletic League and the Boys Club of New York. Without sermons or lectures, every Friday Howdy concludes the week's program by reminding kids to attend the church of their choice during the weekend. Citations from religious leaders have praised this effort.

(more)

Howdy's seven-year history is studded with top awards and poll victories including the prized Peabody Award. Magazines in the U.S.A. and abroad, television critics and editors have heaped praise on the puppet program as a "delight of all ages."

A Spanish language family magazine circulated in many countries of South and Central America (in several of which a Latin-American "Howdy Doody" is seen) referred to Howdy and his home and friends in the following terms: "Doodyville represents the only paradise never lost: the children's paradise. Like in a Franciscan Eden, in Doodyville brother man, brother animal and even brother puppet live together harmoniously. Howdy has become as famous as Pinocchio or as any of the characters who inhabit the golden world of fiction."

Roger Muir, executive producer of the program, and associated with it from its very beginning (with Bob Smith), is mainly responsible for the magnetism and enduring success of the children's classic.

Inhabiting the world of "Doodyville" are the following "live" characters:

Buffalo Bob, Clarabell Hornblow, The Tinka Tonka Princess, Chief Thunderthud, Chief Thunderchicken, Oil Well Willie, Dr. Singasong, J. Cornelius Cobb, Sandy McTavish, Tim Trenble, Abra K. Dab.

Leading puppet citizen of Doodyville is Howdy Doody himself. His animated friends are Phineas T. Bluster, Don Jose Bluster, the Flubadub, the Inspector, Dilly Dally, Grandpa Doody, Captain Windy Scuttlebut, Flubadub Jr., Hop, Skip and Jump, (the three kangaroos), Princess Magic, the Bloop, Lilly Bell, Mambo (the dancing elephant), Tootle and Turtle, Paddle the Gnu, Tizzy (a dinasaur), Hyde and Zeke (tiny twin bears), and the Beaver.

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NBC-New York, 12/21/54

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NBC-New York, 12/21/54

NBC TRADE NEWS

December 21, 1954

"JOYCE JORDAN, M.D." AND "THE DOCTOR'S WIFE"
RETURN TO NBC RADIO NETWORK ON JAN. 3.

- - -

They Will Be Heard Mornings, Mondays Through Fridays

PREMIERE

Two dramatic serials will go into the morning programming schedule of the NBC Radio Network starting Monday, Jan. 3, 1955.

Returning to the air will be JOYCE JORDAN, M.D., Mondays through Fridays from 10:15 to 10:30 a.m., EST, and THE DOCTOR'S WIFE, Mondays through Fridays from 10:30 to 10:45 a.m., EST. They will be the network's first five-day-per-week morning serials since December, 1952.

"Joyce Jordan, M.D." will tell the story of the private and professional life of an attractive woman physician. Ruth Warrick will appear in the title role. The program first appeared on NBC Radio in June, 1937. It has been off the air since April, 1952.

"The Doctor's Wife" will relate the drama of a doctor's life as seen through the eyes of his wife. It will star Pat Wheel in the same role she occupied when the program was on NBC Radio from March, 1952, to October, 1953.

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NBC-New York, FWK

NBC color television presents

A MAX LIEBMAN PRODUCTION

CREDITS FOR MAX LIEBMAN'S SPECTACULAR, 'GOOD TIMES,'
ON NBC-TV, SUNDAY, JAN. 2, 7:30 TO 9 P.M., EST

PROGRAM:	GOOD TIMES
TIME:	NBC-TV, Sunday, Jan. 2 7:30 to 9 p.m., EST, in compatible color, and in high quality black and white on all standard sets.
STARS:	Judy Holliday, Steve Allen, Dick Shawn, Bambi Linn and Rod Alexander.
SPECIAL GUESTS:	The Ritz Brothers.
PRODUCER-DIRECTOR:	Max Liebman
WRITERS:	William Friedberg, Fred Saidy, Neal Simon, Will Glickman, William Jacobson.
CHOREOGRAPHER:	Rod Alexander (musical numbers and dancers)
ART DIRECTOR:	Frederick Fox
COSTUMES:	Paul Du Pont
CHORAL DIRECTOR:	Clay Warnick
MUSICAL DIRECTOR:	Charles Sanford
ORCHESTRATIONS:	Irwin Kostal
ASSOCIATE-PRODUCER:	Bill Hobin
NBC SUPERVISOR:	Hal Janis
ASSISTANT TO THE PRODUCER:	Max Siegal

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NBC-New York, 12/22/54

CREDITS FOR 'THE BOB CUMMINGS SHOW' ON NBC-TV

PROGRAM:	THE BOB CUMMINGS SHOW
TIME:	NBC-TV, Sundays, 10:30-11 p.m., EST
STARTING DATE:	Sunday, Jan. 2, 1955
STAR:	Bob Cummings as Bob Collins, a commercial photographer and a bachelor.
CAST:	Rosemary DeCamp as Margaret MacDonald, Bob's widowed sister; Dwayne Hickman as Chuck MacDonald, her son; Anne B. Davis as Charmaine "Schultzie" Schultz, Bob's studio assistant (she loves him); and Diane Jergens as Francine Williams, Chuck's girl friend, next door.
FORMAT:	Situation comedy
PRODUCTION SUPERVISOR:	George Burns
DIRECTOR:	Rod Amateau
PRODUCER AND WRITER:	Paul Henning
ASSISTANT PRODUCER:	Al Simon
ASSISTANT TO THE PRODUCER:	Eddie Rubin
SPONSOR:	R. J. Reynolds Tobacco Co. for Winston Cigarettes
AGENCY:	William Esty Co.
ORIGINATION:	Filmed at General Service Studios, 1030 North Palmer, Hollywood, Calif.

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NBC-New York, 12/22/54

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TIME:	NBC-TV, Sundays, 10:30-11 p.m., EST
STARTING DATE:	Sunday, Jan. 2, 1955
STAR:	Bob Cummings as Bob Collins, a commercial photographer and a bachelor.
CAST:	Rosemary DeCamp as Margaret Hamilton, Bob's widowed sister; Dwayne Hickman as Chuck Macdonald, her son; Anne B. Davis as Charmaine "Schultzie" Schultz, Bob's studio assistant (and lover him); and Diane Jergens as Francine Williams, Chuck's girl friend, next door.
FORMAT:	Situation comedy
PRODUCTION SUPERVISOR:	George Burns
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SPONSOR:	R. J. Reynolds Tobacco Co. for Winston Cigarettes
AGENCY:	William Esty Co.
CASTING/AUDITION:	Filmed at General Service Studios, 1040 North Palmer, Hollywood, Calif.

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NBC O & O STATIONS DIVISION News

NBC OWNED STATIONS DIVISION'S VETERAN EMPLOYES
ARE HONORED AT STAFF LUNCHEON

NBC Owned Stations and NBC Spot Sales Division staff members in New York who have completed 10 and 20 years of service with the company were honored on Monday, Dec. 20 at a luncheon at the St. Regis Hotel.

Charles R. Denny, Vice President in charge of the NBC Owned Stations Division, presided at the luncheon attended by the eight honored staff members. Pins and certificates were awarded by Mr. Denny and by Hamilton Shea, NBC Vice President in charge of WRCA and WRCA-TV.

Thomas B. McFadden, Vice President in charge of NBC Spot Sales; and Kenneth J. Arber, a WRCA-TV technical director; and William Haerer, a WRCA radio transmitter engineer are the 20-year members. The 10-year members are Sherman Hildreth, Arax Kazanjian, William Malcolm, Mary McNulty and Paul Turner.

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NBC-New York, 12/22/54

publicity department ● NBC O & O Stations Division ● *30 Rockefeller Plaza, N.Y. 20, N.Y.* ● CI 7-8300

NBC'S BARRY WOOD TO SUPERVISE NEW YEAR'S FEATURES ON WEST COAST

Barry Wood, director of NBC's special events department, leaves for the West Coast Monday (Dec. 27) to supervise production on two of NBC-TV's New Year's Day features.

From Pasadena, Calif., Mr. Wood will supervise the telecasts of the TOURNAMENT OF ROSES PARADE (12:15 to 1:45 p.m., EST) and the ROSE BOWL GAME (4:45 p.m., EST). He will return to New York Jan. 10.

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AMERICAN CHICLE TO SPONSOR SPECIAL 'VICTOR BORGE SHOW'

American Chicle Company of Long Island City, N.Y., will sponsor the special VICTOR BORGE SHOW on NBC-TV, Jan. 1.

The variety show will begin immediately following the network's telecast of the Rose Bowl game, approximately 7:30 p.m., EST. If the program begins prior to 7:30 p.m., American Chicle will sponsor the first 30 minutes.

The order was placed through Ted Bates & Company of New York.

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R.T. FRENCH TO SPONSOR 'WORLD OF MR. SWEENEY' WEDNESDAYS

The R.T. French Company of Rochester, N.Y. will sponsor **THE WORLD OF MR. SWEENEY,** on NBC-TV (4:30 p.m.-4:45 p.m., EST) each Wednesday for 26 weeks, beginning Jan. 5.

"The World of Mr. Sweeney" stars Charlie Ruggles and is seen Mondays through Fridays. French's order was placed through J. Walter Thompson of New York.

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NBC-New York, 12/22/54

NBC TRADE NEWS

NBC's energy video to operation and marketing products, by Walt Colby

Henry Wood, director of NBC's special events department, leaves for the West Coast Monday (Jan. 27) to negotiate production on two of NBC-TV's New Year's Day features.

From headquarters, Dallas, Mr. Wood will negotiate the telecasts of the TOURNAMENT OF ROSES PARADE (1:30 to 3:30 p.m., EST) and the NOTRE DAME GAME (4:45 p.m. EST). He will return to New York Jan. 12.

AMERICAN DISCS TO SPONSOR NBC'S "TIGER" SERIES SEPT.

American Dairy Company of Long Island City, N.Y., will sponsor the special TIGER SERIES (NBC-TV, Jan. 1).

The weekly show will begin immediately following the football telecast of the Rose Bowl game, approximately 5:30 p.m., EST. If the program begins prior to 5:30 p.m., American Dairy will sponsor the first 30 minutes.

The order was placed through Ted Bates & Company of New York.

R.T. FRENCH TO SPONSOR MUSIC OF MR. SHERMEY'S DAYDREAMS

The R.T. French Company of Rochester, N.Y., will sponsor THE MUSIC OF MR. SHERMEY, on NBC-TV (4:30 p.m.-5:00 p.m., EST) each Monday for 26 weeks, beginning Jan. 3.

"The World of Mr. Shermey" stars Cornelia Douglas and Ed Begley Monday through Friday. Sherman's Corner has placed through J. Walter Thompson of New York.

NBC-New York, 12-22-54

FOUR NOTABLES TO PREVIEW 1955 ON 'AMERICAN FORUM'

Four prominent national figures will tackle the all-enveloping subject, "A Forecast for 1955," on Theodore Granik's AMERICAN FORUM Sunday, Dec. 26, (NBC-TV, 3:30 p.m., EST; NBC Radio, 6 p.m., EST).

The forecasters are Senator Alexander Wiley (R.-Wis.), Senator John J. Sparkman (D.-Ala.), Clem Johnson, president of the U.S. Chamber of Commerce, and James Carey, secretary-treasurer of the CIO. Newsman Steve McCormick is the moderator.

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DEFENSE AIDE FRED A. SEATON TO 'MEET THE PRESS'

Assistant Secretary of Defense Fred A. Seaton will MEET THE PRESS Sunday, Dec. 26 (NBC-TV, 6 p.m., EST; NBC Radio, 10:30 p.m., EST).

He will be interviewed by Lawrence Spivak, owner-producer and permanent panel member of "Meet the Press"; Yates McDaniel of the Associated Press; Frederic Collins of the Providence (R.I.) Journal, and May Craig of the Portland (Me.) Press-Herald. NBC commentator Ned Brooks will be moderator.

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'YOUTH WANTS TO KNOW'--AND QUERIES SENATOR KEFAUVER

Senator Estes Kefauver (D.-Tenn.) will be queried by a group of Washington (D.C.) high school students on Theodore Granik's YOUTH WANTS TO KNOW program Sunday, Dec. 26 (simulcast on NBC-TV and NBC Radio, 1-1:30 p.m., EST).

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NBC-New York, 12/22/54

NBC-TV AND RADIO PROGRAMS

FOUR METAMORES TO PREVIEW 1955 ON 'AMERICAN FORUM'

Four prominent national figures will tackle the all-envelopping subject, "A Economic for 1955." on Theodore Granik's AMERICAN FORUM Sunday, Dec. 26. (NBC-TV, 3:30 p.m., EST; NBC Radio, 6 p.m., EST).

The Toastmasters are Senator Alexander Wiley (R.-Wis.), Senator John J. Sparkman (D.-Ala.), Glen Johnson, president of the U.S. Chamber of Commerce, and James Carey, secretary-treasurer of the CIO. Newsman Steve McCormick is the moderator.

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NBC-New York, 12/22/54

NBC TRADE NEWS

December 23, 1954

NBC RADIO HAS 3 OUT OF TOP 5, 5 OUT OF TOP 10 IN NIELSEN RATINGS:

- - -

Average NBC Sponsored Nighttime Show Reaches 4% More Homes Than That of Network's Nearest Competitor

The average sponsored evening program on the NBC Radio Network reaches 4 per cent more homes than that of the network's nearest competitor according to the latest national Nielsen ratings.

The report, covering the two weeks ending Nov. 13, 1954, showed NBC Radio having three out of the top five, and five of the top ten rated programs.

LUX RADIO THEATRE holds first position with 2,845,000 homes reached; PEOPLE ARE FUNNY (sponsored by Toni, Nov. 2) with 2,705,000, is in third place; GROUCHO MARX - YOU BET YOUR LIFE is in fifth place with 2,566,000; DRAGNET is in sixth position with 2,519,000 and ninth position is held by PEOPLE ARE FUNNY (sponsored by Mars, Nov. 9) reaching 2,286,000 homes.

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NBC color television presents
A MAX LIEBMAN PRODUCTION

PATRICE MUNSEL WILL STAR IN VICTOR HERBERT'S 'NAUGHTY MARIETTA,' WITH ALFRED DRAKE AS SPECIAL GUEST, IN MAX LIEBMAN SPECTACULAR OF SATURDAY, JAN. 15 (NBC-TV, 9 TO 10:30 P.M., EST)

Victor Herbert's NAUGHTY MARIETTA, a rollicking operetta set in New Orleans of 1780, starring Patrice Munsel and presenting as a special guest Alfred Drake, will be the Saturday, Jan. 15 Max Liebman Spectacular (NBC-TV, 9 to 10:30 p.m., EST).

Miss Munsel will play the title role of the Contesse Marietta D'Altena, a runaway Italian countess who masquerades as one of the king of France's "Casquette Maids" in an effort to escape a loveless marriage arranged by her family.

Upon reaching Louisiana with the "Casquette Maids" (so-called because they are sent to the New World bearing a locked casquette as a dowry from the king to be presented to husbands they find in Louisiana), Marietta becomes involved in a series of adventures. Most prominent in her escapades is a brave frontiersman, Captain Dick Warrington (Alfred Drake), who appears fortuitously to rescue her from pirates and other dangers.

Two of Victor Herbert's greatest love duets, "I'm Falling in Love with Someone" and "Ah! Sweet Mystery of Life," are from the score of "Naughty Marietta." Other famous songs from the romantic operetta include "The Italian Street Song," "'Neath the Southern Moon" and "Tramp, Tramp, Tramp Along the Highway."

(more)

First presented on Nov. 7, 1910 at the New York Theatre, "Naughty Marietta" is considered to have been Victor Herbert's greatest success, outranking even "Mlle. Modiste," "The Red Mill" and "Babes in Toyland." The operetta with books and lyrics by Rida Johnson Young and music by Herbert ran 136 performances. It starred two operatic greats -- Emma Trentini and Orville Harrold in the leading roles--whose performances greatly enhanced the lyrical praise heaped upon the vehicle.

The movie version of "Naughty Marietta" starring Jeanette MacDonald and Nelson Eddy was released in 1935. In its cast it boasted Frank Morgan, Elsa Lanchester, Douglas Dumbrille and many other noted actors. The rave reviews for the motion picture equaled those which followed the premiere of the Broadway presentation 25 years earlier. Chosen as one of the ten best films of 1935, "Naughty Marietta" brought warm praise for the adventures of a French princess (in the original she was Italian countess) who fled to the Colonies "to avoid a union with a gouty Spanish grandee" (his nationality also being changed from the original). Critics spoke glowingly of the doughty mercenaries who "popped out of the Louisiana bayous to make short work of the pirates." All these elements will be utilized in the television version of the operetta.

The Max Liebman production of "Naughty Marietta" will be presented in compatible color and will be available in high-quality black and white on all standard sets. Spectaculars, according to the Nielsen survey, have been viewed by as many as 37,475,000 people.

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NBC-New York, 12/23/54

First presented on Nov. 7, 1910 at the New York Theatre, "Naughty Marietta" is considered to have been Victor Herbert's greatest success, outranking even "Mlle. Modiste," "The Red Mill" and "Babes in Toyland." The operetta with books and lyrics by Rida Johnson Young and music by Herbert ran 136 performances. It starred two operatic greats --Emma Trentini and Orville Harrold in the leading roles--whose performances greatly enhanced the lyrical praise heaped upon the vehicle.

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NBC-New York, 12/21/54

NBC TRADE NEWS

December 23, 1954

BOB CUMMINGS, AS PHOTOGRAPHER BOB COLLINS, SETS OUT TO ATTRACT A HUSBAND FOR HIS WIDOWED SISTER ON FIRST 'BOB CUMMINGS SHOW'

PREMIERE

Photographer Bob Collins (played by Bob Cummings) departs from his usual vocation of photographing beautiful models when he decides his widowed sister, Margaret MacDonald (Rosemary DeCamp), should remarry and gives her the photographic glamor treatment during the premiere program of THE BOB CUMMINGS SHOW on NBC-TV Sunday, Jan. 2 (10:30 p.m., EST).

Bob, who is daily surrounded with gorgeous models in the

(more)

NOTE TO EDITORS:

The NBC Daily News Report will not be published tomorrow (Friday, Dec. 24) due to the Christmas weekend. Publication will be resumed Monday, Dec. 27.

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ordinary course of his job, takes his mind off girls long enough to reach his decision because Margaret's son Chuck (Dwayne Hickman) "needs a father." Bob goes into action and takes glamor pictures of Margaret complete with leopard skin rug to impress a college-day boy-friend, Dr. A.L. Baxter.

Featured in the cast of the weekly half-hour situation-comedy shows are Anne B. Davis as Charmaine (Schultzie) Schultz, Bob's studio assistant who loves him, and Diane Jergens as Francine Williams, Chuck's girl friend who lives next door.

George Burns is production supervisor of "The Bob Cummings Show," which is produced and written by Paul Henning and directed by Rod Amateau. The programs are filmed at General Service Studios in Hollywood. The series is sponsored by the R. J. Reynolds Tobacco Co., for Winston cigarettes. William Esty Co. is the agency.

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NBC-New York, 12/23/54

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NBC-New York, 12/23/59

NBC TRADE NEWS

December 23, 1954

"SWIFT'S SHOW WAGON WITH HORACE HEIDT AND AMERICAN WAY"
GETS ROLLING WITH ELITE ROSTER OF GUEST STARS ABOARD

Guest stars Art Carney, Frankie Carle, Frank Devol, Alvino Rey and the King Sisters, will be aboard when the premiere program of SWIFT'S SHOW WAGON WITH HORACE HEIDT AND THE AMERICAN WAY gets rolling on NBC-TV, Saturday, Jan. 8 (7:30-8 p.m., EST). Almost all of them were discovered by Heidt, who is noted for the opportunity he has provided for young, talented entertainers.

The Jan. 8 show -- and several others -- will originate in Los Angeles. Beginning with the Jan. 15 program, a state in the nation will be saluted and a leading amateur performer from the state will be presented.

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ADDENDA ON 'GOOD TIMES'

In the Max Liebman NBC-TV color Spectacular GOOD TIMES for Sunday, Jan. 2 (7:30 to 9 p.m., EST), Steve Allen and Dick Shawn will do a specialty titled: "Crazy, Man, Crazy," instead of the previously listed "Open Up the Dog House." Bambi Linn and Rod Alexander will dance a "Street Scene" sequence instead of the originally listed: "Lady in da Shade of a Banana Tree."

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NBC TRADE NEWS

A SERVICE OF RCA

December 23, 1954

NBC-TV TO PRESENT CONVERSATIONS WITH 4 ELDER 'WISE MEN'

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Sir Osbert Sitwell, Edward Steichen, John Hall Wheelock And Eamon De Valera to Participate in Series

Conversations with four distinguished elder figures of our time -- Sir Osbert Sitwell, Edward Steichen, John Hall Wheelock and Eamon De Valera -- will be presented by NBC Television during the first quarter of 1955.

Announcement of resumption of the so-called "wisdom" series came today from Davidson Taylor, NBC Vice President in charge of Public Affairs.

First of the four filmed conversations will be telecast Sunday, Jan. 2 from 5:30 to 6 p.m., EST. The subject will be Sir Osbert Sitwell, 62, poet, critic, autobiographer, essayist, novelist, writer of short stories and one of the era's most urbane wits.

The conversation with Edward Steichen, 75, dean of American photographers and director of the department of photography at the Museum of Modern Art, New York, will be telecast Sunday, Jan. 30, at 5:30 p.m., EST. That with John Hall Wheelock, 68, American poet and editor for the publishing house of Scribners, will be presented Sunday, Feb. 13 at 5:30 p.m., EST. The one with Eamon De Valera, 72,

(more)

first prime minister of Eire, will be telecast Sunday, Mar. 13 at 5:30 p.m., EST. A filmed conversation with the noted historian Arnold Toynbee has been completed, but no date has yet been set for its TV release.

Davidson Taylor supervises the "wisdom" series. Henry Salomon Jr. produced the Sitwell, Steichen and Wheelock films. Robert Graff produced the De Valera and Toynbee films.

In the Sitwell film, made in part at Renishaw Hall, the family's ancestral home 60 miles North of London, Sir Osbert's guest is Samuel Chotzinoff, NBC music executive. During the course of his conversation, Sir Osbert reads some of his own work: two poems ("Elegy for Mr. Goodbeer" and "Personal Prejudice") and extracts from two books of prose ("Letter to My Son" and "The Four Continents," his latest).

At Renishaw Hall, which the Sitwells have occupied since 1625, also live his famous sister, the poet Edith, and his brother, the distinguished art critic and connoisseur Sacheverell.

The prime source of published information about Renishaw Hall, the Sitwells and their way of life is Sir Osbert's five-volume autobiography. The five volumes, which appeared between 1944 and 1950, are now called by the single title of the first, "Left Hand, Right Hand!" A document of the life of the highest social level in England from the 1890s to the days before the First World War, the work has been termed a permanent record of a fast vanishing aristocratic way of life.

Since its start in May, 1952, the NBC-TV "elder wise men" series has presented the philosopher and mathematician Bertrand Russell, the poets Robert Frost and Carl Sandburg, the architect Frank Lloyd Wright, the harpsichordist Wanda Landowska, the theologian Dr. Louis Finkelstein, and the industrialist Alfred P. Sloan.

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NBC-New York, 12/23/54

Israel's prime minister of Eire, will be telecast Sunday, Nov. 11 at 6:30 p.m., EST. A filmed conversation with the noted historian Arnold Toynbee has been completed, but no date has yet been set for its TV release.

Davidson Taylor supervises the "window" series. Henry Salomon Jr. produced the Attwell, Scarlett and Warlock film, Peter Graff produced the De Valera and Toynbee film.

In the Stewart film, made in part at Rockefeller Hall, the family's ancestral home 60 miles North of London, Sir Osbert's guest is Samuel Chotzinoff, NBC music executive. During the course of his conversation, Sir Osbert reads more of his own work: two poems ("Story for Sir, Gaddeer" and "Personal Prejudice") and extracts from two books of prose ("Letter to My Son" and "The Four Continents," his latest).

At Rockefeller Hall, which the Sitwells have occupied since 1925, also live his famous sister, the poet Edith, and his brother, the distinguished art critic and connoisseur Sacheverell.

The prime source of published information about Rockefeller Hall, the Sitwells and their way of life is Sir Osbert's five-volume autobiography. The five volumes, which appeared between 1944 and 1950, are now called by the single title of the first, "Left Hand, Right Hand!" A document of the life of the highest social level in England from the 1900s to the days before the First World War, the work has been termed a permanent record of a fast vanishing aristocratic way of life.

Since its start in May, 1956, the NBC-TV "Close Up" series has presented the philosopher and mathematician Bertrand Russell, the poets Robert Frost and Carl Sandburg, the architect Frank Lloyd Wright, the Metropolitan Opera Lawrence, the theologian Rev. Louis Finkelstein, and the industrialist Alfred P. Sloan.

NBC New York, 1962-63

NBC COLOR TELEVISION NEWS
A SERVICE OF RCA

CREDITS FOR "YELLOW JACK" ON "PRODUCERS' SHOWCASE"

MONDAY, JAN. 10, NBC-TV, 8-9:30 P.M., EST

PROGRAM:	"Producers' Showcase" presents the Playwrights' Company production of "Yellow Jack," a three-act drama relating the true story of how Dr. Walter Reed and a group of U.S. Army medical colleagues and volunteers discovered, after tireless and heroic research, the cause and carrier of dreaded yellow fever. A 90-minute telecast in compatible color (available on standard sets in high quality black and white).
TIME:	NBC-TV, Monday, Jan. 10, 8-9:30 p.m., EST
CAST:	Broderick Crawford, Dennis O'Keefe, Raymond Massey, Dane Clark, Wally Cox, Jackie Cooper, Victor Jory, E.G. Marshall, Rod Steiger and Eva Marie Saint; with William Redfield, Fred Stewart, Frederic Tozere, Philip Abbott, Peter Donat and Neil MacKenzie.
AUTHORS:	Sidney Howard, in collaboration with Paul de Kruif; based on a chapter in de Kruif's best-seller, "Microbe Hunters."
PRODUCER:	Fred Coe
DIRECTOR:	Delbert Mann
ASSOCIATE PRODUCER:	Bill Nichols
ASSOCIATE DIRECTOR:	Nick Dunne
SETTINGS BY:	Otis Riggs
COSTUMES:	Jerome Boxhorn
TECHNICAL DIRECTOR:	Larry Elikann
LIGHTING:	Jack Fitzpatrick
MAKE-UP:	Dick Smith
HAIR STYLIST:	Ernie Adler
SPONSORS:	Radio Corporation of America and the Ford Motor Company.
AGENCY:	Kenyon & Eckhardt, Inc. (for both sponsors)

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NBC-New York, 12/23/54

NBC TRADE NEWS

December 27, 1954

BISSELL COMPANY TO ADVERTISE ITS CARPET SWEEPER EXCLUSIVELY ON 'TODAY' AND 'HOME'

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Firm to Start 12-Month Campaign Jan. 3

Bissell Carpet Sweeper Company will advertise its carpet sweeper exclusively on NBC-TV's "Today" and "Home" shows with a 12-month campaign beginning Jan. 3.

The Grand Rapids, Mich., firm placed its record order for as many as four participations a week on the "Today" and "Home" shows through N.W. Ayer & Son, Inc., of New York.

Commenting on Bissell's exclusive use of NBC-TV for its product during 1955, M.R. Bissell III, president, said: "Personal demonstrations in selling have never been replaced and, with such outstanding personalities as Arlene Francis and Dave Garroway, Bissell will be able to make over 223,000,000 personal demonstrations of need for a carpet sweeper in 1955."

The Bissell campaign will reach an estimated 15,000,000 homes over "Today" and "Home."

(more)

"Home," starring Arlene Francis, is telecast Monday through Friday, 11 a.m.-12 noon, EST. "Today," which features Dave Garroway, is seen Monday through Friday, 7 a.m.-9 a.m., EST, CST, and 8 a.m.-9 a.m., PST.

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'HOME' PROGRAM REACHES MORE THAN 2,000,000 DWELLINGS

"Home," NBC-TV's exciting women's service show, is reaching more homes than ever before -- more than 2,000,000, according to a Nielsen report for the two weeks ending Nov. 27.

This latest Nielsen survey reported an 8.3 rating for "Home," the highest since the show made its debut March 15, when it reached an 8.5 rating.

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NBC-New York, 12/27/54

"Home," starring Arlene Francis, is televised Monday through Friday, 11 a.m.-12 noon, EST. "Today," which replaces Dave Garroway, is seen Monday through Friday, 7 a.m.-9 a.m., EST, CST, and 8 a.m.-9 a.m., PST.

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'HOME' PROGRAM REACHES MORE THAN 2,000,000 DWELLINGS

"Home," NBC-TV's exciting women's service show, is reaching more homes than ever before -- more than 2,000,000, according to a Nielsen report for the two weeks ending Nov. 27.

This latest Nielsen survey reported in 4.7 rating for "Home," the highest since the show made its debut March 15, when it reached an 8.5 rating.

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NBC-New York, 12/27/54

NBC COLOR TELEVISION NEWS
A SERVICE OF RCA

'NORBY,' STARRING DAVID WAYNE, TO START ON NBC-TV JAN. 5 WITH PANORAMA VIEW OF HOMETOWN FROM A HELICOPTER

The complete panorama of the NORBY hometown will be displayed when Pearson Norby (played by David Wayne) is told of "The Promotion" during the premiere episode of the new NBC-TV color series which starts on the network Wednesday, Jan. 5 (7 p.m., EST).

Norby is advised that he has been promoted from head teller to "vice president in charge of small loans" of the First National Bank in Pearl River. Though he takes the news with nonchalance in front of his fellow employees, Norby is filled with great excitement and waits his chance to rush home and tell his wife, Helen (Joan Lorring), the big news.

In his haste Norby forgets his car and runs through the town and across fields to reach his home. The humorous sequence, filmed from a helicopter, will afford viewers a complete view of the town's tree-lined streets and its homes and buildings.

"Norby," sponsored by the Eastman Kodak Company, is the first television network series to be filmed entirely in color. The half-hour situation-comedy programs will be telecast from Eastman Color Print Film in compatible color, and may be seen in high-quality black and white on standard sets. J. Walter Thompson Co. is the agency.

(more)

In addition to Wayne in the title role and Joan Lorring as his wife, Helen, the program will feature Susan Hallaran as their daughter, Diane, and Evan Elliot as their son, Hank. Other cast members include Janice Mars as Wahleen Johnson, bank telephone operator; Ralph Dunn as Mr. Rudge, bank vice president and efficiency expert, and Carol Veazie as Mrs. Maud Endless, bank president.

"Norby" was created by David Swift, who will produce the new series and supervise two teams of writers -- Harvey Orkin and James Lee, and David Rayfiel and George Kirgo. Richard Whorf is director and Larry Williams, ASC, is director of photography. The series is filmed by Norby Productions at 20th Century Fox Movietone Studios in New York City with outdoor scenes taken at Pearl River, N.Y.

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NBC-New York, 12/27/54 FWK

In addition to Wayne in the title role and Joan Loring as his wife, Helen, the program will feature Susan Hallaran as their daughter, Diane, and Evan Elliot as their son, Mark. Other cast members include Janice Mars as Marlaen Johnson, bank telephone operator; Ralph Dunn as Mr. Rudge, bank vice president and efficiency expert, and Carol Veazie as Mrs. Maud Bullard, bank president.

"Morby" was created by David Swift, who will produce the new series and supervise two teams of writers -- Harvey Orkin and James Lee, and David Mayfield and George Kirgo. Richard Whorf is director and Larry Williams, ASC, is director of photography. The series is filmed by Morby Productions at 20th Century Fox Movietown Studios in New York City with outdoor scenes taken at Pearl River, N.Y.

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NBC-New York, 12/27/54 rwk

NBC TRADE NEWS

December 27, 1954

"PRINCETON '55," AN EXPLORATION INTO EDUCATION THROUGH TV, TO BECOME NBC NETWORK FEATURE STARTING JAN. 2

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First Program to Consider 'Communists and Who They Are'

PRINCETON '55, a continuation of an experimental program which won critical acclaim when presented last Spring on NBC's flagship station, WRCA-TV, will be introduced on the NBC-TV network Sunday, Jan. 2 (3-3:30 p.m., EST).

As was the case last season, the "Princeton '55" series has been devised by Princeton University faculty members, participating in their own areas of competence. They will not be concerned with the teaching process or the technique of teaching except in the sense of communicating information or insight into a stated problem. Instead, the emphasis will be on research and scholarship applied to the problem of the day or to the permanent problems and concerns of man. "Princeton '55" was conceived as an exploration into education through television.

The initial program is entitled "Communists and Who They Are" and will be conducted by Dr. Gabriel A. Almond, professor of Public and International Affairs. Professional actors who have studied actual case histories will be interviewed by Professor Almond on why and how the subjects examined became Communists.

(more)

On the program Sunday, Jan. 9, titled "Enjoyment of Poetry," the distinguished American poet, Robert Frost, will appear. Mildred Dunnock will read from his works. Dr. Lawrence R. Thompson, professor of English, will conduct the program.

On Sunday, Jan. 16, Professor Arthur Mendel, chairman of Princeton's Department of Music, will conduct "Instruments of Bach's Orchestras." This will be a remote telecast originating from the Metropolitan Museum of Art, New York, which has a collection of instruments for which Bach composed. These instruments, some of which are now obsolete, will be played on the program.

"Princeton '55" will be produced by Harry Olesker and directed by James Elson. Steve Krantz is executive producer.

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CREDITS FOR "PRINCETON '55" ON NBC-TV NETWORK

DATE AND TIME:	NBC-TV, Sunday, 3-3:30 p.m., EST
PARTICIPANTS:	Princeton University faculty members, and guests
FORMAT:	An exploration into education through television, with emphasis on the arts and sciences.
ORIGINATION:	NBC-TV studios, New York, as well as periodic remote telecasts.
EXECUTIVE PRODUCER:	Steve Krantz
PRODUCER:	Harry Olesker
DIRECTOR:	James Elson

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NBC-New York, 12/27/54

On the program Sunday, Jan. 9, called "Invention of Poetry," the distinguished American poet, Robert Frost, will appear. Mission Impossible will read from his works. Dr. Lawrence R. Thompson, professor of English, will conduct the program.

On Sunday, Jan. 16, Professor Alfred Mendel, chairman of Princeton's Department of Music, will conduct "The Pioneers of Instrument Makers." This will be a music telecast originating from the Metropolitan Museum of Art, New York, which has a collection of instruments for which Bach composed. These instruments, some of which are now obsolete, will be played on the program.

"Princeton '55" will be produced by Harry Ohlmann and directed by James Blum. Jerry Franks is executive producer.

CREDITS FOR "PRINCETON '55" ON MAC-TV NETWORK

DATE AND TIME:	MAC-TV, Sunday, 3-3:30 p.m. EST
PARTICIPANTS:	Princeton University faculty members, and guests
FORMAT:	An exploration into education through television, with emphasis on the arts and sciences.
ORIGINATION:	MAC-TV station, New York, as well as regional remote telecasts.
EXECUTIVE PRODUCER:	Steve Krantz
PRODUCER:	Harry Ohlmann
DIRECTOR:	James Blum

MAC New York 12/27/54

MEMORIES OF 30 YEARS AGO POP UP (SO DOES THE FEE)
WHEN GEORGE RAFT IS JIMMY DURANTE'S GUEST

Many years ago a young dancer appeared at a New York night spot, the Club Durant, operated by a young piano player Jimmy Durante. Now 30 years later this event will be repeated but with two important changes. The dancer is now movie star George Raft and the Club Durant is no longer in New York but provides the setting for Durante's NBC-TV comedy series on the TEXACO STAR THEATRE.

So on New Year's Day, Saturday, Jan. 1 (9:30 to 10 p.m.) the ex-dancer who received $50 a week 30 years ago will get a four-figure sum to appear as guest star with the same boss in their TV reunion.

Raft will play a gangster who tries to force Jimmy to buy his own brand of confetti, paper hats and novelties for a New Year's party. In the show's finale Raft joins the Schnozzola in a song and dance number, "Second Boy from the Right." Jimmy also will be featured in three musical numbers: "Pupalina," "I Believe" and "The Piano Player Gets the Girls."

Featured in the show are the Honey Brothers, Eddie Jackson, Jack Roth and Jules Buffano.

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MEMORIES OF 30 YEARS AGO FOR UP (30 DOES THE TRICK)
WHEN GEORGE RAFT IS JIMMY DURANTE'S GUEST

Many years ago a young dancer appeared at a New York night spot, the Club Durant, operated by a young piano player Jimmy Durante. Now 30 years later this event will be repeated but with two important changes. The dancer is now movie star George Raft and the Club Durant is no longer in New York but provides the setting for Durante's NBC-TV comedy series on the TEXACO STAR THEATRE.

So on New Year's Day, September, Jan. 1 (9:30 to 10 p.m.) the ex-dancer who received $30 a week 30 years ago will get a four-figure sum to appear as guest star with the same boys on their TV reunion.

Raft will play a gangster who tries to force Jimmy to buy his own brand of scotch, super both and novelties for a New Year's party. In the show's finale Raft joins the Durantettes in a song and dance number, "Second Day From the Right." Jimmy also will be featured in three musical numbers: "Puppeting," "I Believe" and "The Piano Player Gets the Girls."

Featured in the show are the Honey Bunchers, Ruth Jackson, Jack Roth and Julie Tullers.

NBC TRADE NEWS

'HOME'S' WESTWARD TREK CALLS FOR INTRICATE PLANNING FOR LARGE STAFF'S TRANSPORTATION

Approximately 35 individuals -- including talent, producers, directors, researchers, writers, secretaries and other highly trained specialists will accompany the HOME show (NBC-TV, Mondays-Fridays, 11 a.m. to 12 noon, EST) on the 5,200 mile cross-country trip to Chicago, Milwaukee and San Francisco in January.

Yesterday (Sunday, Dec. 26), the initial contingent of the show embarked on the first leg of its trip from New York to Chicago. This group, under the supervision of senior editor A.C. Spectorsky, is spending the week between Christmas and New Year's planning and preparing for the five full-hour programs which "Home" will do from Chicago beginning Jan. 3.

This will be the first time in the history of television that a major network program has taken its entire production "on the road," turning its cameras on two cities in different sections of the country and devoting five full hours and an entire broadcasting week to each.

In an effort to bring "Home" viewers into first-hand contact with the flavor and atmosphere of life in these particular areas, the program will originate from Chicago during the week of Jan. 3-7 (with remotes from Milwaukee on Jan. 7) and from San Francisco Jan. 10-14.

(more)

Initial plans for this gigantic undertaking began about the first of November when "Home" producer Dick Linkroum, accompanied by Spectorsky, made the first of two preliminary trips to Chicago and San Francisco to investigate possible program material. The second trip was made on Dec. 6 by Spectorsky and script editor Al Morgan who will be in charge of the San Francisco telecasts.

"Home's" talent, production and technical crews normally number over 100 people. Moving the program away from the specially designed $250,000 studio in New York called for dividing the staff into four different groups.

The initial group traveling to Chicago under Spectorsky's direction will include two off-camera editors, two writers and two secretaries. Over New Year's weekend they will be joined by a second contingent, consisting of the talent, directors and their staffs and an overall supervisory group headed by Linkroum who will travel to both cities.

A third group headed by Al Morgan will go directly from New York to San Francisco during the week of Jan. 3, to complete plans for the shows to be done from there. The fourth and final group will be those who remain behind in New York to carry on basic administration and advance programming for following weeks under the supervision of Richard A.R. Pinkham, Vice President in charge of Participating Programs.

In addition, NBC will send representatives from the press and sales department to accompany the "Home" staff. The network's merchandising department will cooperate with the project.

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NBC-New York, 12/27/54

Initial plans for this dramatic undertaking began about the first of November when "Home" producer Brian Sullivan, accompanied by Goodtovsky, made the first of two preliminary trips to Chicago and San Francisco to investigate possible program materials. The second trip was made on Dec. 6 by Goodtovsky and social editor Al Morgan who will be in charge of the San Francisco bureau.

"Home's" talent, production and technical staff numbers over 100 people. During the program's last fiscal year it designed $250,000 studio in New York and called for dividing the staff into four different groups.

The initial group traveling to Chicago under Goodtovsky's direction will include two off-camera editors, two writers and two secretaries. Over New Year's weekend they will be joined by a second contingent, consisting of the talent, directors and their staffs, on a general supervisory group headed by Sullivan who will travel to both cities.

A third group headed by Al Morgan will go directly from New York to San Francisco during the week of Jan. 3, to complete plans for the shows to be done from there. The fourth and final group will be those who remain behind in New York to carry on with rehearsals and advance programming for following weeks under the supervision of Richard A.R. Murphy, Vice President in charge of Participation Programs.

In addition, NBC will send representatives from its press and sales departments to accompany the "Home" staff. The personnel's accommodating departments will cooperate with the people.

NBC-New York, 12/17/56

NBC TRADE NEWS

December 27, 1954

TELECAST FROM BLIMP WILL BE A HIGHLIGHT OF NBC-TV COVERAGE OF TOURNAMENT OF ROSES PARADE ON NEW YEAR'S DAY

The 1955 TOURNAMENT OF ROSES PARADE in Pasadena, Calif., will be telecast in part from a dirigible located 700 to 1,000 feet above the setting, in the first transcontinental airborne coverage ever attempted of this event on Saturday, Jan. 1 (NBC-TV, 12:15 to 1:45 p.m., EST).

Successful experiments concluded several days ago by NBC engineers have proven the feasibility of such an operation and demonstrated the dramatic impact of the air-to-ground observation point. Millions of viewers throughout the country will observe the panorama of floats, bands, horses, marching societies and all the other parade features unveiled to them from the tallest "grandstand" in the history of the annual pageant.

More than 1,000 pounds of equipment will be aboard the blimp to service one TV camera operated by two airborne engineers. Veteran lighter-than-air pilot Fred Lueders will be the only other person aboard the ship and will be called upon to use all his air skill to keep the Goodyear craft on an even keel and even to stop it completely for many of the shots.

(more)

In order to receive the strongest possible signal, a parabolic receiving antenna will be mounted atop the Pasadena Elks' building and constantly trained on the airship by an NBC engineer using a 50-caliber, cross-haired, machine-gun sight. The signal will be trapped by the horn-like receiver and beamed to NBC's control room located on the second floor of the building.

Inside the special TV booth, director William Bennington will maintain a two-way phone conversation with the blimp and coordinate the overhead shots with his three other cameras stationed along the parade route.

The blimp's normal 123,000 cubic feet of helium will be increased 5,000 cubic feet to accommodate the additional 1,000 pounds of equipment, according to Capt. Hobensack, director of the Goodyear lighter-than-air activities.

Maximum range for a clear signal will be about five miles, which will enable Bennington to direct the blimp over the Pasadena Rose Bowl at the end of the parade to point out the site for the clash between Ohio State and the University of Southern California, to be presented by NBC-TV beginning at 4:45 p.m., EST, that afternoon.

Telecast of the 66th annual Tournament of Roses Parade is being sponsored by Minute Maid Corporation. Barry Wood, director of NBC's Special Events Department, is supervising the program, and William Kayden is the producer.

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NBC-New York, 12/27/54

2. - "Tomorrow's Doctors Parade"

In order to meeting the changing possibilities, a parabolic revolving antenna will be mounted atop the Jackson Hole building and eventually erected on the skyship by an-the-spot engineer using a 50-caliber, cross-helical, machine-gun sight. The signal will be cropped by the horn-like receiver and beamed to NBC's control room located on the second floor of the building.

Inside the special TV truck, director William Bumgarner will maintain a two-way phone conversation with the pilot and coordinate the overhead shots with his three other camera stations along the parade route.

The airship's normal 142,000 cubic feet of helium will be increased 5,000 cubic feet to accommodate the additional 1,000 pounds of equipment, according to Capt. Shoemaker, director of the Goodyear lighter-than-air activities.

Maximum range for a clear signal will be about five miles, which will enable Bumgarner to direct the ship over the Pasadena Rose Bowl at the end of the parade to pick-up the game for the final between Ohio State and the University of Southern California, to be presented by NBC-TV beginning at 1:45 p.m., P.T., that afternoon.

Telecast of the 65th annual Tournament of Roses Parade is being sponsored by Minute Maid Corporation. Harry Wood, director of NBC's Special Events Department, is supervising the program, and William Rayburn is the producer.

NBC-New York, 12/27/58

NBC COLOR TELEVISION NEWS
A SERVICE OF RCA

NBC COLOR TELECASTS FOR WEEK

(Jan. 2-8)

(NBC-TV Network including WRCA-TV)

Sunday, Jan. 2

7:30-9:00 p.m., EST -- Max Liebman Presents "Good Times," a Spectacular, with Judy Holliday, Steve Allen, Dick Shawn, Bambi Linn and Rod Alexander, and special guests -- the Ritz Brothers. A revue which Liebman is building "around six of the best funmakers in showbusiness."

Wednesday, Jan. 5

7:00-7:30 p.m., EST -- "Norby." Premiere of this new half-hour family situation-comedy series to be telecast each week in color. Starring David Wayne and Joan Lorring, and sponsored by the Eastman Kodak Company.

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NBC-New York, 12/27/54

NBC color television presents
A MAX LIEBMAN PRODUCTION

FOUR FEATURED PERFORMERS ADDED TO STELLAR CAST OF 'GOOD TIMES'
ON NBC-TV SUNDAY, JAN. 2 (7:30 TO 9 P.M., EST)

Max Liebman's NBC-TV color Spectacular GOOD TIMES for Sunday, Jan. 2 (7:30 to 9 p.m., EST), starring Judy Holliday, Steve Allen, Dick Shawn, Bambi Linn and Rod Alexander -- with the Ritz Brothers as special guests -- has added four featured players to the cast.

William Le Massena, Don Driver and Robert Gallagher are to take part in the Judy Holliday and Steve Allen-Dick Shawn sketches, while Keith Textor will sing with Miss Holliday in the "I Concentrate on You" number.

"Good Times" will be presented in live color, and will be seen on standard receivers in high-quality black and white. Nielsen surveys indicate that the Liebman Spectaculars are seen by as many as 37,475,000 viewers.

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NBC-New York, 12/27/54

NBC COLOR TELEVISION NEWS
A SERVICE OF RCA

CAST FOR "YELLOW JACK," A "PRODUCERS' SHOWCASE" PRESENTATION OF THE PLAYWRIGHTS' COMPANY HIT, COLORCAST ON NBC-TV MONDAY, JAN. 10, 8-9:30 P.M., EST

Walter Reed.....BRODERICK CRAWFORD
James Carroll.....DENNIS O'KEEFE
Stackpoole.....RAYMOND MASSEY
Jesse W. Lazear.....DANE CLARK
William H. Dean.....WALLY COX
Dr. Carlos Finlay.....E.G. MARSHALL
Aristedes Agramonte.....VICTOR JORY
O'Hara.....JACKIE COOPER
Busch.....ROD STEIGER
McClelland.....BILLY REDFIELD
Brinkerhof.....PHILIP ABBOTT
William Crawford Gorgas.....FRED STEWART
Miss Blake.....EVA MARIE SAINT
Colonel Tory.....FREDERICK TOZERE

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NBC-New York, 12/27/54

ESTIMATED HALF MILLION DOLLARS RAISED FOR NEGRO JUNIOR COLLEGE THROUGH RALPH EDWARDS' 'THIS IS YOUR LIFE' APPEAL

An estimated half-million dollars for the endowment fund of Piney Woods School, a Negro junior college in Piney Woods, Miss., has been raised in one week by Ralph Edwards' THIS IS YOUR LIFE program (Wednesday, 10 p.m., EST). In concluding the program of Dec. 15, devoted to the life story of the school's president, Lawrence C. Jones, Edwards made an appeal to the television audience to contribute to the institution. As of noon Dec. 22, 66 bags of mail containing $217,500 had been processed and 64 more bags remained to be processed. It was estimated that the unprocessed mail contained $400,000, and mail was still arriving.

The money is being deposited to the school's account at the Deposit Guaranty Bank and Trust Company in Jackson, Miss. Edwards repeated the appeal on the program of Dec. 22, reminding listeners of the million dollar goal set by the school.

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ROBERT S. FINKEL, PRODUCER-DIRECTOR, SIGNED BY NBC-TV; ASSIGNED TO SECOND PILOT FILM OF 'GILDERSLEEVE'

Robert S. Finkel, veteran television producer-director, has been placed under contract by NBC-TV and has started work on the second THE GREAT GILDERSLEEVE pilot film.

Finkel, who began his career as a director on the legitimate stage, has turned out TV shows for the major networks during the past six years, as well as several shows for Review Productions.

Included among his credits are "Pride of the Family," "The Ruggles," "Biff Baker, U.S.A.," "The Ray Milland Show" and "The Dennis Day Show."

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NBC-New York, 12/27/54

ESTIMATED HALF MILLION DOLLARS GIVEN FOR YOUNG DEVELOPER COLLEGE

UNDERCOVER FILMED EXPOSES' 'THIS IS YOUR LIFE' FINAL

An estimated half-million dollars for the endowment fund of Olney Woods School, a Negro junior college in Olney Woods, Miss., was over raised in one week by Ralph Edwards' THIS IS YOUR LIFE program (Wednesday, 10 p.m., EST). In conclusion was program of Jan. 15, devoted to the life story of the school's president, Lawrence G. Adams, Edwards made an appeal to the television audience to contribute to his institution. In of prom Jan. 15, in a week of most remarkable [illegible] had been [illegible] to be government. It was estimated that the accompanying will, commencement [illegible], and will was still evolving.

The money is being committed to the school's endowment at the Deposit Guaranty Bank and Trust Company in Jackson, Miss. Edwards expected the original on the program of Jan. 15, receiving listeners of the million dollar goal set up the school.

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MODERN T. FINKEL, INVENTOR-DIRECTOR, CLAIMED BY NBC-TV:

ASSIGNED TO SECOND PILOT FILM OF 'DIMENSIONS'

Robert S. Finkel, veteran television producer-director, has been signed under contract by NBC-TV and has started work on the second TVE GREAT DIMENSIONS pilot film.

Finkel, who began his career as a director on the legitimate stage, has turned out TV shows for the major networks during the past six years, as well as several shows for Review Productions.

Included among his credits are "Tales of the Family," "The Inquiring," "Salt Water, U.S.A.," "The Roy Milland Show" and "The Lonely Day Show."

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NBC-New York, 12/27/54

NBC TRADE NEWS

December 27, 1954

85% OF NBC RADIO NETWORK AFFILIATES SHARED ESTIMATED $2,000,000 IN REVENUE OF CO-OP PROGRAM TIME SALES IN 1954

Eighty-five per cent of the NBC Radio Network's affiliates shared an estimated $2,000,000 in time revenue through the sale of co-op programs during 1954 it was announced today, by Ludwig W. Simmel, NBC manager of co-op sales.

The figures represent the sale in 170 individual markets of 11 cooperative radio programs to 550 different local advertisers. WORLD NEWS ROUNDUP headed the list, being sold at one time or another by 90 stations. The NBC Radio Network ELECTION RETURNS were sold locally by 61 affiliates, and 55 stations have added to their local billings by selling another news show, the popular H.V. KALTENBORN program.

New addition to the roster of programs for sale on a co-op basis is Ray Henle's THREE STAR EXTRA which has been on NBC Radio since June, 1932. The program which has been sponsored on 36 stations in a 14-state area by the Sun Oil Company for more than seven years will be made available to the rest of the NBC Radio Network starting Monday, Jan. 10. Sun Oil Company will continue sponsorship of

(more)

the Monday-through-Friday (6:45 p.m., EST) 15-minute news program in the interest of Sunoco Motor Oil, fuel oil, gasoline and other automotive services and accessories.

The roster of cooperatively sold programs is: WORLD NEWS ROUNDUP in 91 markets, ELECTION RETURNS (one time only) in 61 markets, H.V. KALTENBORN in 55 markets, SPORTS DAILY in 48, ALEX DREIER in 40, PAULINE FREDERICK REPORTING in 32, MORGAN BEATTY - NEWS OF THE WORLD in 26, EGBERT AND UMMLY in 22. The series of four ELECTION PREVIEW programs in 20, GRAND OLE OPRY in 19, and PEE WEE KING in nine.

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NBC-New York, 12/27/54

the Monday-through-Friday (6:15 p.m., EST) 15-minute news program in the interest of Sunoco Motor Oil, fuel oil, gasoline and other automotive services and accessories.

The roster of cooperatively sold programs is:

WORLD NEWS ROUNDUP in 91 markets, ELECTION RETURNS (one time only) in 61 markets, H.V. KALTENBORN in 55 markets, SECRETS DALLY in 45, ALEX DREIER in 40, PAULINE FREDERICK REPORTING in 32; HUMAN BEAUTY - NEWS OF THE WORLD in 26, SERMONS AND UNCLE in 22. The series of four ELECTION PREVIEW programs in 20, GRAND OLD OPRY in 13, and PEE WEE KING in nine.

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NEW-YORK, 12/5/52

NBC TRADE NEWS

December 28, 1954

AMERICAN LEGION TO HONOR NBC WITH AWARD FOR AUTHENTIC HISTORICAL SERIES, 'INHERITANCE'

The American Legion will honor NBC for the network's authentic historical drama series, INHERITANCE, during the radio broadcast Sunday, Jan. 2 (5 p.m., EST). Seaborn P. Collins, National Commander of the American Legion, will present the award. Robert W. Sarnoff, Executive Vice President of NBC, will accept it on behalf of the network.

The dramatic presentation on this occasion will be "The Log of the Louisiana," a story of the attack that won the war against organized piracy in the Gulf of Mexico in 1820. The drama, by Gilbert Braun, is based on facts gathered from the records of the old Revenue Cutter Service, now known as the U.S. Coast Guard.

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BOB HOPE AND TROUPE OF 20 WILL PUT ON NEW YEAR'S EVE SHOW FOR STAFF OF THULE AIR BASE, 800 MILES FROM NORTH POLE

- - -

Film of Hope's Stint to Be Presented on Jan. 9 'Comedy Hour'

For the second straight year, Secretary of the Air Force Harold E. Talbott will spend New Year's Eve with the officers and airmen at remote Thule Air Base, Greenland, which is approximately 800 miles from the North Pole and is now in darkness 24 hours a day.

Accompanying Secretary Talbott, in addition to Mrs. Talbott and Lieut. Gen. Emmett O'Donnell Jr., deputy chief of staff for personnel, will be a group of about 20 entertainers headed by Bob Hope.

(NBC-TV's COLGATE COMEDY HOUR for Sunday, Jan. 9, 8 p.m., EST, will present a full 60-minute version of Hope's entertainment stint, filmed at Thule by U.S. Signal Corps crews).

Among the entertainers making the trip are William Holden, Margaret Whiting, Jerry Colonna and Brenda Marshall.

Bob Hope and his troupe will put on two shows at Thule -- a matinee for personnel who must stand alert on New Year's Eve, and an evening performance for the others.

New Year's Day, they will entertain the officers and airmen at Goose Air Base, Labrador, one of the major air bases of the world. Goose is shared by the U.S. Air Force and the Royal Canadian Air Force.

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NBC-New York, 12/28/54

BOB HOPE AND TROUPE OF 20 WILL PUT ON NEW YEAR'S EVE SHOW
FOR STAFF OF THULE AIR BASE, 800 MILES FROM NORTH POLE

- - -

Film of Hope's Stint to Be Presented on Jan. 9 'Comedy Hour'

For the second straight year, Secretary of the Air Force Harold E. Talbott will spend New Year's Eve with the officers and airmen at remote Thule Air Base, Greenland, which is approximately 800 miles from the North Pole and is now in darkness 24 hours a day.

Accompanying Secretary Talbott, in addition to Mrs. Talbott and Lieut. Gen. Emmett O'Donnell Jr., deputy chief of staff for personnel, will be a group of about 20 entertainers headed by Bob Hope.

(NBC-TV's COLGATE COMEDY HOUR for Sunday, Jan. 9, 9 p.m., EST, will present a full 60-minute version of Hope's entertainment stint, filmed at Thule by U.S. Signal Corps crews).

Among the entertainers making the trip are William Holden, Marguret Whiting, Jerry Colonna and Bronca Marshall.

Bob Hope and his troupe will put on two shows at Thule -- a matinee for personnel who must stand alert on New Year's Eve, and an evening performance for the others.

New Year's Day, they will entertain the officers and airmen at Goose Air Base, Labrador, one of the major air bases of the world, Goose is shared by the U.S. Air Force and the Royal Canadian Air Force.

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NBC-New York, 12/28/54

NBC TRADE NEWS

December 28, 1954

JOHN BEAL WILL CO-STAR WITH RUTH WARRICK
IN 'JOYCE JORDAN, M.D.' ON NBC RADIO

Veteran actor John Beal will co-star with Ruth Warrick in JOYCE JORDAN, M.D., popular dramatic serial returning to the NBC Radio Network Monday, Jan. 3 (Mondays through Fridays, 10:15 to 10:30 a.m., EST).

Beal, a star in all fields of entertainment during the past 20 years, will have the role of attorney Mike Hill in the new daytime series. Known for her film and stage performances since 1940, Miss Warrick will appear in the title role as the attractive 32-year-old woman physician around whose private and professional life the plot revolves.

During the first few weeks, the plot will center on Dr. Jordan's plan to associate the medical center where she works with the city education department to provide additional health benefits for children.

Others in the cast will be Ethel Owen as Cissy Herman, Joyce's housekeeper; Augusta Dabney as Miss Quinn, the doctor's secretary; Janie Alexander as Milly Bellman, one of the many sick children the doctor's medical plan would help; Marian Seldes as Alice Easton, Mike's fiancee, and Vera Allen as Mrs. Hill, his mother.

Himan Brown is producer and director of "Joyce Jordan, M.D.," which will be written by David Driscoll. The program will originate in New York.

(more)

NBC TRADE NEWS

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Beal, a star in all fields of entertainment during the past 20 years, will have the role of attorney Mike Hill in the new daytime series. Known for her film and stage performances since 1940, Miss Warrick will appear in the title role as the attractive 32-year-old woman physician around whose private and professional life the plot revolves.

During the first few weeks, the plot will center on Dr. Jordan's plan to associate the medical center where she works with the city education department to provide additional health benefits for children.

Others in the cast will be Ethel Owen as Cissy Herman, Joyce's housekeeper; Augusta Dabney as Miss Quinn, the doctor's secretary; Janie Alexander as Milly Bellman, one of the many sick children the doctor's medical plan would help; Marian Seldes as Alice Easton, Mike's fiancee, and Vera Allen as Mrs. Hill, his mother.

Himan Brown is producer and director of "Joyce Jordan, M.D.," which will be written by David Driscoll. The program will originate in New York.

(more)

"Joyce Jordan, M.D." first appeared on NBC Radio in June, 1937. It has been off the air since April, 1952.

Day-by-day developments in the serial drama during the week of Jan. 3 are:

Monday, Jan. 3 -- Joyce quietly observes her 32nd birthday. Tuesday, Jan. 4 -- Joyce has her first run-in with Mike Hill and his very legal attitude to her plan for helping children. Wednesday, Jan. 5 -- Mike meets his fiancee, Alice Easton, at the railroad station. Thursday, Jan. 6 -- Joyce visits Milly, one of her young patients, at the hospital. Friday, Jan. 7 -- Joyce asks Mike for his legal assistance towards making the school-medical center tieup possible.

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CREDITS FOR 'JOYCE JORDAN, M.D.' ON NBC RADIO

PROGRAM:	JOYCE JORDAN, M.D.
TIME:	NBC Radio, Mondays through Fridays, 10:15 to 10:30 a.m., EST.
PREMIERE DATE:	Jan. 3, 1955 (originally started on NBC Radio in June, 1937).
FORMAT:	Story of the private and professional life of an attractive 32-year-old woman physician.
STARS:	Ruth Warrick as Joyce Jordan, and John Beal as Mike Hill.
CAST INCLUDES:	Ethel Owen as Cissy Herman, Augusta Dabney as Miss Quinn, Janie Alexander as Milly Bellman, Marian Seldes as Alice Easton, Vera Allen as Mrs. Hill.
PRODUCER AND DIRECTOR:	Himan Brown.
WRITER:	David Driscoll.
ORIGINATION:	New York.

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NBC-New York, 12/28/54 FWK

"Joyce Jordan, M.D." first appeared on NBC Radio in June, 1937. It has been off the air since April, 1952.

Day-by-day developments in the serial came during the week of Jan. 3 are:

Monday, Jan. 3 -- Joyce quickly observes our land situation.
Tuesday, Jan. 4 -- Joyce has her first run-in with Ryan Hall and his very loyal attitude to her plan for raising children. Wednesday, Jan. 5 -- Mike meets his fiancee, Alice Sawyer, at the railroad station. Thursday, Jan. 6 -- Joyce visits Milly, one of her young patients, at the hospital. Friday, Jan. 7 -- Joyce asks Mike for his legal assistance toward making her proposed medical center plan possible.

CREDITS FOR "JOYCE JORDAN, M.D." ON NBC RADIO

PROGRAM: Joyce Jordan, M.D.

TIME: NBC Radio, Monday through Friday, 10:15 to 10:30 a.m., EST.

PREMIERE DATE: Dec. 3, 1937 (originally started on NBC Radio in June, 1937).

TOPICAL: Story of the private and professional life of an attractive 30-year-old woman professional.

STARS: Hope Emerson as Joyce Jordan; Joe Julian as Mike Hall;

CAST INCLUDES: Ethel Owen as Clara Hanson, Augusta Dabney as Mary Dulton, Jerry Alexander as Milly Dwinnell, Nicole Stella as Alice Sawyer, Vera Allen as Mrs. Hall.

PRODUCER AND DIRECTOR: Roman Bohnen.

WRITER: David Schwartz.

ORIGINATION: New York.

NBC-New York, 1/29/53 WWG

PRESIDENT EISENHOWER'S STATE OF THE UNION MESSAGE TO BE CARRIED ON NBC-TV AND RADIO

President Eisenhower's State of the Union Message before a joint session of Congress on Thursday, Jan. 6, will be simulcast by NBC Television and Radio from 12:30 to approximately 1:15 p.m., EST. Rep. Sam Rayburn (D.-Texas), speaker of the House of Representatives, will introduce the President.

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SPONSORS FOR TELECAST OF COTTON BOWL FOOTBALL GAME

Chesebrough Manufacturing Company, for its Vaseline hair products, and C.A. Swanson & Sons, frozen foods firm, will each sponsor one-fourth of NBC-TV's telecast of the Cotton Bowl Football Game on Jan. 1.

Chesebrough's order was placed through McCann-Erickson, Inc., of New York. The agency for Swanson is Tatham Laird Inc., of Chicago.

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NBC-New York, 12/28/54

PRESIDENT EISENHOWER'S USE OF THE UNION MESSAGE TO BE WATCHED ON NBC-TV AND RADIO

President Eisenhower's State of the Union Message before a joint session of Congress on Thursday, Jan. 5, will be simulcast by NBC Television and Radio from 12:30 to approximately 1:15 p.m., EST. Rep. Sam Rayburn (D.-Texas), speaker of the House of Representatives, will introduce the President.

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SPONSORS FOR TELECAST OF COTTON BOWL FOOTBALL GAME

Chesebrough Manufacturing Company, for its Vaseline hair products, and O.A. Swanson & Sons, frozen foods firm, will each sponsor one-fourth of NBC-TV's telecast of the Dallas Bowl football game on Jan. 1.

Chesebrough's order was placed through McCann-Erickson Inc., of New York. The agency for Swanson is Leland Inc. of Chicago.

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CREDITS FOR 'A CONVERSATION WITH

SIR OSBERT SITWELL' ON NBC-TV

PROGRAM:	A CONVERSATION WITH SIR OSBERT SITWELL
NETWORK:	NBC-TV
TIME:	Sunday, Jan. 2 (5:30-6 p.m., EST).
DESCRIPTION:	One of NBC-TV's continuing series of conversations with distinguished elder figures of our time.
PARTICIPANTS:	Sir Osbert Sitwell; Samuel Chotzinoff, NBC music executive
BIOGRAPHICAL DATA:	Sir Osbert Sitwell, 62, is noted as poet, critic, autobiographer, essayist, novelist, writer of short stories, and wit.
EXECUTIVE DIRECTOR AND PRODUCER:	Henry Salomon Jr.
DIRECTOR AND EDITOR:	Isaac Kleinerman
PHOTOGRAPHERS:	Cy Avnet & Jesse Sabin
ASSOCIATE DIRECTOR:	Richard Hanser

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NBC-New York, 12/28/54

SCRIPT FOR 'A CONVERSATION WITH SIR ROBERT SIMWELL' ON NBC TV

PROGRAM:	A CONVERSATION WITH SIR ROBERT SIMWELL
NETWORK:	NBC-TV
TIME:	Sunday, Jan. 5 (10:30-6 p.m., EST).
DESCRIPTION:	One of NBC-TV's continuing series of conversations with distinguished elder citizens of our time.
PARTICIPANTS:	Sir Robert Simwell; Barney Ontiveros, NBC music executive
BIOGRAPHICAL DATA:	Sir Robert Simwell, 82, is noted as poet, artist, autobiographer, essayist, novelist, writer of short stories, and wit.
EXECUTIVE PRODUCER AND PRODUCER:	Jerry Salomon Dr.
DIRECTOR AND EDITOR:	Isaac Kleinerman
PHOTOGRAPHERS:	Cy Kuwel & Jesse Zelin
ASSOCIATE DIRECTOR:	Richard Hunter

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ERIK HAZELHOFF HEADS NBC'S NEW TELESALES DEPARTMENT

Erik Hazelhoff has been named manager of the National Broadcasting Company's newly created Telesales Department, Matthew J. (Joe) Culligan, NBC's National Sales manager, announced today.

The Telesales Department, which evolved from an experimental unit of the network's "Today," "Home" and "Tonight" shows, becomes a full-scale presentation unit of the NBC Sales Department. The new department will be available to the entire network sales operation for all shows.

In his new capacity, Mr. Hazelhoff will supervise the production of kinescope film and "live" closed circuit presentations for new business on the network. The format of the shows and the personality of the star will be projected through this operation to advertisers interested in television.

Mr. Hazelhoff, a former editorial writer for the "Today" show, said the greatest demand for the Telesales operation would come from the daytime television areas, "since most prospects do not have the opportunity to see the daytime shows because of lack of viewing facilities at their places of business."

Mr. Hazelhoff will supervise the writing, direction and production of more than 300 kinescope and "live" closed circuit productions for sales presentation use.

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NBC-New York, 12/28/54

ERIK MAGNUSSON ADDS NBC'S NEW TELEVISION DEPARTMENT

Erik Magnusson has been named manager of the projected Television Company's newly created Television Department, Bertram L. (Ben) Gulliver, NBC's National Sales manager, announced today.

The Television Department, which involves some an experimental unit of the network's "Today," "Home" and "Tonight" shows, assumes a full-time responsibility unit of the NBC Sales department. The new department will be responsible to the entire network sales operation for all shows.

In his new capacity, Mr. Magnusson will supervise the production of videotape film and "live" closed circuit presentations for not exclusive on the network. The formal of the shows and the responsibility of the star will be produced through this operation in advertising interested in television.

Mr. Magnusson, a former editorial writer for the "Times" story, said the greatest demand for the television operation would come from the digital television area, "since some producers do not have the opportunity to use the studio show because at lack of training facilities at their place or medium."

Mr. Magnusson will supervise the writing, direction and production of more than 200 videotape and "live" closed circuit productions for total programmation use.

NBC-New York, 12-5-50

LIVE TELECAST FROM PLANE TO TAKE 'HOME' VIEWERS

ON TOUR OF SAN FRANCISCO LANDMARKS

Careful and intricate aeronautical planning will be involved when the HOME program, in cooperation with Station KRON-TV and American Airlines, will do a live telecast from a plane flying over San Francisco on Monday, Jan. 10 (NBC-TV, 11 a.m. to 12 noon, EST).

Ten well-known landmarks of the city will be shown to viewers all over the United States from a DC-4 air freighter traveling at 180 miles per hour, in a two-and-a-half-mile aerial circle, at an altitude of 3,000 feet.

Al Morgan, senior editor of "Home" and supervisor of the shows to be done from San Francisco during the week of Jan. 10-14, met with American Airlines pilots in San Francisco recently and plotted the path which the plane will take. The pilot will cover this pre-set circular path four complete times. The director can thus cut from activities on the ground to the camera in the plane at any time during the entire hour and, no matter what view he happens to catch at that moment, he and the others below will know that views of the specific landmarks will follow each other according to the pre-set sequence.

A single television camera will be mounted in the doorway of the plane, and other necessary equipment including a pair of two-way radio sets will be provided and installed by technicians of Station KRON-TV in San Francisco.

A shakedown run of this exact route has already been flown by the pilot and a film taken of the views below, which will be shown on the program in the event of bad weather making the flight impossible at the time of the telecast.

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NBC-New York, 12/28/54

LIVE TELECAST FROM PLANE TO TAKE 'HOME' VIEWERS

ON TOUR OF SAN FRANCISCO LANDMARKS

Careful and intricate mechanical planning will be involved when the KGO-TV program, in cooperation with Western KRON-TV and Western Airlines, will do a live telecast from a plane flying over San Francisco on Monday, Jan. 10 (Mad-TV, 11 a.m. to 12 noon, EST).

Ten well-known landmarks of the city will be shown to viewers all over the United States from a DC-4 air freighter travelling at 200 miles per hour, in a two-and-one-half-mile carried circle, at an altitude of 3,000 feet.

Al Morgan, senior editor of "Home" and supervisor of the show to be done from San Francisco during the week of Jan. 10-14, met with Western Airlines pilots in San Francisco recently and plotted the path which the plane will take. The pilot will cover this pre-set circular path four complete times. The director can tune out from activities on the ground to the camera in the plane at any time during the entire hour and no matter what view he happens to catch at that moment, he and the others below will know that views of the specific landmarks will follow each other according to the pre-set sequence.

A single television camera will be mounted in the doorway of the plane, and other necessary equipment including a pair of two-way radio sets will be provided and installed by technicians of Station KRON-TV in San Francisco.

A sixty-down run of this exact route has already been flown by the pilot and a film taken of the views below, which will be shown on the program in the event of bad weather making the flight impossible at the time of the telecast.

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NBC-New York, 12/28/49

NBC COLOR TELEVISION NEWS
A SERVICE OF RCA

CREDITS FOR 'NORBY' ON NBC-TV

TIME:	"Norby," on NBC-TV, Wednesdays, 7-7:30 p.m., EST. Telecast from Eastman Color Print Film in compatible color, and may be seen in high-quality black and white on standard sets.
STARTING DATE:	Wednesday, Jan. 5, 1955
STAR:	David Wayne as Pearson Norby, small-town banker and family man.
CAST:	Features Joan Lorring as Norby's wife, Helen; Susan Hallaran as their daughter, Diane; and Evan Elliot as their son, Hank. Other cast members include Janice Mars as Wahleen Johnson, bank telephone operator; Ralph Dunn as Mr. Rudge, bank VP and efficiency expert; and Carol Veazie as Mrs. Maud Endless, bank president.
PRODUCER:	David Swift
DIRECTOR:	Richard Whorf
FORMAT:	Situation comedy.
WRITERS:	David Swift supervises two writing teams -- Harvey Orkin and James Lee, and David Rayfiel and George Kirgo.
ASSOCIATE PRODUCER:	John Graham
ASSISTANT PRODUCER:	Max Allentuck
DIRECTOR OF PHOTOGRAPHY:	Larry Williams, ASC
SPONSOR:	Eastman Kodak Company
AGENCY:	J. Walter Thompson Co.
ORIGINATION:	Filmed by Norby Productions at 20th Century Fox Movietone Studios in New York City, with outdoor location shots taken at Pearl River, N.Y.

-----o----- NBC-New York, 12/28/54

NBC

A SERVICE OF RCA

WEAVER FORESEES EXPANSION

OF COLOR TV IN 1955

There is no foundation of fact in any report that the National Broadcasting Company will discontinue colorcasts on April 1, Mr. Sylvester L. Weaver, Jr., President of NBC, stated today.

"There are no changes in our previously announced plans for color television programming," said Mr. Weaver, "and we are going forward with these plans as per schedule.

"Our Introductory Year of color television -- 1954 -- marked significant advances in technical developments as well as in color programming. Public interest has been highly encouraging and we look forward to continued advances and expansion in color programming during 1955."

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NBC-New York, 12/29/54

A SERVICE OF RCA

NBC YEAR-END REVIEW

FOR RELEASE MONDAY A.M., JAN. 3, 1955

The creation of new programming and sales patterns which sped the development of network color television on a commercial basis, marked the first year of administration of the National Broadcasting Company's management team of Sylvester L. Weaver Jr., President, and Robert W. Sarnoff, Executive Vice President.

Appointed Dec. 4, 1953, Mr. Weaver and Mr. Sarnoff put into motion a series of plans and changes based on concepts which broke with tradition and the past. The results infused television with new excitement on the part of the audience and broadened the base and range of its uses for advertisers, small as well as large.

The innovations in television programming came clothed in a new dimension -- color. Compatible color television, pioneered by RCA, and introduced to the public by NBC in 1953, became a commercial reality on NBC in 1954. Early in the year, Mr. Weaver announced the scheduling of 33 hour-and-a-half color Spectaculars, featuring talent and vehicles not previously available to television. The announcement was followed by an immediate sell-out to six national advertisers whose investment in these programs totaled $14,000,000.

(more)

On Sept. 12, NBC-TV presented "Satins and Spurs," first of the gigantic color extravaganzas. "Satins and Spurs" embodied all the elements of new programming concepts -- new and established talent and a fresh vehicle created by the outstanding writers and producers. Business Week called it the "dawn of a new era."

Almost overnight, the Spectaculars became television's conversation piece. There were skeptics, too. And while the skeptics doubted, Nielsen, the national audience counting service, reported that an average audience of more than 31,000,000 viewers had tuned their dials to each of the early Spectaculars.

Beginning with the Tournament of Roses Parade on Jan. 1 -- the first West to East transcontinental transmission of color -- NBC recorded a series of historic firsts in color television month by month. Among the highlights were the first network telecast in color of a sports event -- a boxing match on March 19 from Madison Square Garden; the first color telecast from the Metropolitan Museum of Art in New York, presented in May; and the first network transmission of 35mm. color film in June.

There were other changes in TV programming. A basic revamping of the program lineup brought NBC into the Fall season with 39 new programs, at least one new program every evening of the week. There were great changes in daytime television. In March, the "Home" show, a new concept in women's service programming, was introduced. In November, NBC-TV entered Saturday morning network programming with a two-hour block of children's shows.

On Sept. 27, NBC-TV scored another first when it pioneered late evening network television with "Tonight."

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1 - Year-End Report

On Sept. 12, NBC-TV presented "Satins and Spurs," first of the eighth color extravaganzas. "Satins and Spurs" embodied all the elements of new programming concepts -- new and established talent and fresh vehicle created by the outstanding writers and producers. Variety Week called it the "dawn of a new era."

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There were other changes in TV programming. A basic realignment of the program lineup brought NBC into the fall season with 20 new programs, at least one new program every evening of the week. There were great changes in daytime television. In March, the "Show Shop," a new concept in homemaker service programming, was introduced. In November, NBC-TV returned Saturday morning cartoons programming with the two-hour block of children's shows.

On Sept. 27, NBC-TV ushered another first when it pioneered the evening network television with "Tonight."

The new look in sales patterns based on the magazine concept, pioneered by NBC, attracted more advertisers to NBC-TV than any other network -- a total of 210 for 1954, an increase of 45 over the previous year. Since 1950, when 76 advertisers used its facilities, NBC-TV has tripled its roster of advertisers. Business spiraled 30 per cent, with gross time billings rising to a record high of $125,000,000.

ORGANIZATION

All operating and staff departments were grouped under an administrative vice president, John M. Clifford, for closer coordination and increased efficiency. Mr. Clifford assumed his new duties Aug. 4.

Centralization of department services supporting the NBC Television and Radio operations was effected in 1954 with the appointment of Kenneth W. Bilby as Vice President for Public Relations in charge of the National Advertising and Promotion, Research and Planning, Continuity Acceptance, and Press Departments.

Successful expansion of magazine concept programming on "Today," "Home" and "Tonight" led to the creation of the Participating Programs Department and the elevation of Richard A.R. Pinkham to Vice President in charge.

The appointment of Davidson Taylor as Vice President for Public Affairs signified greater emphasis by NBC on news, special events, sports and culture, and underscored NBC's leadership in integrating both radio and television handling of news on a high management level.

Also elevated to the rank of vice president during the year were Edward R. Hitz, in charge of Television Network Sales, Central Division; Thomas B. McFadden, in charge of NBC Spot Sales, and Hamilton

(more)

The new look in sales patterns based on the magazine concept, pioneered by MPC, attracted more advertisers to MPC-TV this one color network -- a total of 21% for 1964, an increase of 4% over the previous year. Since 1960, when 76 advertisers used its facilities, MPC-TV has tripled its roster of advertisers. Business volume is 3% per cent, with gross time billings rising to a record high of $120,000,000.

REORGANIZATION

All operating and staff departments were grouped under executive administrative vice president, John H. Gilliard, for closer coordination and increased efficiency. Mr. Gilliard assumed his new duties Aug. 4.

Centralization of department services supporting the MPC Television and Radio operations was effected in 1964 with the appointment of Kenneth W. Bailey as Vice President for Public Relations in charge of the National Advertising and Promotion, Research and Planning, Continuity Acceptance, and Press Departments.

Successful expansion of magazine concept programming on "Today," "Home" and "Tonight" led to the creation of the Participating Programs Department and the elevation of Richard A. Fishman to Vice President in charge.

The appointment of Lawrence Davies as Vice President for Public Affairs-Editorial provides emphasis by MPC on news, special events, sports and editors, and underscores MPC's leadership in investigating both radio and television questions of most to a high management level.

Also his task to the cause of free programs during the year were Edward R. Murrow, in charge of Television Network Sales, Control Division; Thomas W. Moakley, in charge of MPC Spot Sales, and Quentin

(more)

Shea, in charge of WRCA, WRCA-FM and WRCA-TV, NBC-owned radio and television stations in New York.

NETWORK PROGRAMMING

Shows of such outstanding stature as "Richard II" and "Macbeth" became a conventional part of NBC-TV's new programming look. NBC's "Television Opera Theatre" presented Mozart's "Abduction From the Seraglio," "Sister Angelica" and "The Taming of the Shrew."

Three series of Spectaculars, sponsored every fourth Saturday, Sunday and Monday evening, were introduced in September under the production auspices of Max Liebman, Fred Coe and leading guest producers from Broadway and Hollywood. The Spectaculars, backbone of the new concept for 1954 programming, brought to television such stars as Ginger Rogers, Betty Hutton, Joseph Cotten, Ann Sothern, Margaret Sullavan, Jeanmaire and Judy Holliday. The Spectaculars produced new "finds" in Jeannie Carson, Dick Shawn, Pat Carroll and Jacques Tati.

Almost 40 shows were involved in an overall revamping of the program lineup and new comedy shows featured Red Buttons, Martha Raye, Sid Caesar, Jimmy Durante, Donald O'Connor, Imogene Coca and George Gobel. Before the season was very old Gobel was widely acclaimed as the comedy discovery of the year.

Three new situation comedies were added: "Dear Phoebe," "It's a Great Life" and "The Mickey Rooney Show."

Viewers were offered "live" late evening entertainment of outstanding caliber when NBC introduced "Tonight," featuring Steve Allen, Sept. 27. This after-midnight show was another step by NBC in opening up additional hours of the day to network television.

(more)

down, its change of WRCA, WRCA-FM and WRCA-TV, NBC-owned radio and television stations in New York.

MODERN PROGRAMMING

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Almost 40 shows were involved in an overall revamping of the program lineup and new comedy shows featured Red Buttons, Martha Raye, Sid Caesar, Jimmy Durante, Donald O'Connor, Imogene Coca and Groucho Marx. Prior to the season was very old Robert was widely acclaimed on the comedy discovery of the year.

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"Home," with Arlene Francis, was added early in the Spring to the new daytime schedule.

"Today," first of the magazine concept programs and the fastest-selling daytime show in television, continued to attract the largest early morning audience in television. "Today" began its fourth year in January, 1955.

One of the memorable events of 1954 television was the presentation of "Combat TV," by NBC in association with RCA, to demonstrate the Army's use of TV in warfare. It was staged at Fort Meade, Md., in cooperation with the Army Signal Corps.

A special one-hour documentary on nuclear energy, "Three, Two, One...Zero," won the praise of critics and public and was named as the outstanding public affairs presentation of 1954. In addition, NBC developed "Background," utilizing new editorial and technical techniques to present news in depth.

From Queen Elizabeth's world trip through the Congressional and state elections in November -- with its revolutionary four-way split TV screen -- to the celebration of Sir Winston Churchill's 80th birthday, the NBC News and Special Events cameras were on the scene. Coverage of the New York waterfront strife, the Indo-China war and truce, the McCarthy story, the Guatemalan war and the hurricanes were other highlights in NBC News and Special Events activity.

Among programs of long standing, "The American Forum" and "Meet the Press" continued their presentations of leading national and world figures.

The most exciting year on television reflected NBC-TV's audience leadership as reported by Nielsen. By November, NBC-TV programs had achieved an audience superiority of more than 803,000 homes reached on an average evening program over the second network.

(more)

"Home," with Arlene Francis, was added early in the Spring to the new daytime schedule.

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Among programs of long standing, "The American Forum" and "Meet the Press" continued their presentations of leading national and world figures.

The most exciting year on television reflected NBC-TV's audience leadership as reported by Nielsen. By November, NBC-TV program had achieved an audience superiority of more than 103,000 homes reached on an average evening program over the second network.

(more)

NBC-TV shows continued to dominate Nielsen's list of the nation's top-ten programs, winning as high as seven places in an October survey. The year served to emphasize NBC-TV's established position in audience leadership.

NBC Radio revitalized its 1954 schedule, adding such top quality programs as "Conversation," with Clifton Fadiman as host; "Thy Kingdom Come," an innovation in presentation of religion on the air; "Inheritance," a series of authentic historical dramas designed to promote deeper understanding of the American character, and "Heritage Over the Land," a 13-week series produced under a grant from the Alfred P. Sloan Foundation exploring the social, economic and cultural revival in the South during the past decade.

NBC Radio's famed "Tribute" series presented outstanding documentaries on the late Lionel Barrymore, Sir Winston Churchill's 80th birthday, and Ernest Hemingway's receiving the Nobel Prize.

The radio network's reputation as the musical leader of the broadcasting industry was demonstrated anew in 1954 when the NBC Symphony, completing its final season under the direction of Arturo Toscanini, rendered the complete opera, "A Masked Ball" and a special presentation including Verdi's "Te Deum," and "The Prologue," and Boito's "Mefistofele."

Following the unforgettable Toscanini finale on April 4, the NBC Spring Symphony offered a special nine-week series of concerts. On Oct. 9, the Boston Symphony Orchestra began a series of concerts on NBC Radio.

The long-time recognition of NBC as the nation's Number One sports network was impressively reaffirmed in 1954, during which U.S. televiewers were able to see -- frequently with a better "seat" than the actual spectator -- the best in American sports.

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NBC Radio revitalized its 1954 schedule, adding much top quality programs as "Conversation," with Clifton Fadiman, as ever; "My Kingdom Come," an innovation in presentation of religion on the air; "Resistance," a series of unusually historical drama designed to promote deeper understanding of the American character, and "Heritage Over the Land," a 13-week series produced under a grant from the Alfred P. Sloan Foundation exploring the social, economic and cultural revival in the South during the past decade.

NBC Radio's famed "Voices" series presented outstanding documentaries on the late Lionel Barrymore, Sir Winston Churchill's 80th birthday, and Ernest Hemingway's receiving the Nobel Prize.

The radio network's reputation as the musical leader of the broadcasting industry was demonstrated once in 1954 when the NBC Symphony, completing its final season under the direction of Arturo Toscanini, rendered the complete opera, "A Masked Ball" and a special presentation including Verdi's "Te Deum," and "The Prologue," and Boito's "Mefistofele."

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This service began on the very first day of 1954, when NBC-TV provided a full afternoon of solid football entertainment in both the Cotton and Rose Bowls.

Since that day, U.S. televiewers have seen on NBC-TV the best in boxing on the Friday night "Cavalcade of Sports," the U.S. Open Golf championship -- first U.S. Open ever telecast--the All-Star baseball game; the Roger Bannister-Jack Landy "dream mile race"; the World Series; Canadian Professional Football--seen for the first time in America--and U.S. professional basketball.

AWARDS

Numerous awards attested to the outstanding caliber of NBC-TV and Radio programs.

NBC won seven out of 13 Look Magazine TV Awards, more than all other networks combined. The seven NBC award winners were: George Gobel, best comedian; Fred Coe, executive producer, best producer; Jack Webb, star of "Dragnet," best director; "Camel News Caravan," with John Cameron Swayze, best news program; "You Bet Your Life," with Groucho Marx, best quiz or panel show; "Ding Dong School," with Dr. Frances R. Horwich, best children's program; and "Cavalcade of Sports," best sports program.

"Medic," a striking innovation in programming introduced on NBC-TV in 1954, won the coveted Sylvania award as "television's most outstanding program." It was an honor only once before accorded by Sylvania -- to NBC-TV's "Victory at Sea" in 1953.

Five other Sylvania awards went to NBC: "Three, Two, One... Zero," the best documentary; "Philco-Goodyear Television Playhouse," the best dramatic series; George Gobel, top comedian; and WRC-TV, NBC owned-and-operated station, Washington, D.C., for the best public service programs.

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The Alfred I. du Pont Award went to Pauline Frederick, NBC news commentator -- the first woman to achieve this distinction.

The latest George Foster Peabody Awards named three NBC-TV programs as outstanding in the fields of music, entertainment and youth programming: "NBC Television Opera Theatre,""Philco-Goodyear Television Playhouse" and "Mr. Wizard." One NBC-TV program, "Ding Dong School," was honored by almost every award list in the United States in 1954.

NBC FILM DIVISION

During 1954, the NBC Film Division, one of the company's major operating divisions, provided TV stations with 736 weekly half-hours of local programming, as compared with 235 the previous year.

More than 1,120 Film Division program sales were made in markets ranging in size from 4,000 TV homes to New York City, with TV homes numbering 4,250,000. In New York, with 10 programs on the air, the NBC Film Division was providing more programs than any other syndicator.

Among the popular programs sold in over 100 markets were "Inner Sanctum," "Dangerous Assignment," "Badge 714," the hour-long and half-hour long "Hopalong Cassidy" films, "Paragon Playhouse," "Captured" and "Victory at Sea."

TELEVISION SALES

NBC-TV's gross time billings for 1954 climbed to a record high of $125,000,000, an increase of 30 per cent over 1953 sales. The sales record was accompanied by a sharp rise in the number of advertisers using the network, a total of 210 compared with 165 for 1953.

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NBC FILM DIVISION

During 1954, the NBC Film Division, one of the company's major operating divisions, provided TV stations with 735 weekly half-hours of local programming, as compared with 525 the previous year.

More than 1,320 Film Division programs units were made in markets ranging in size from 4,000 TV homes to New York City, with TV homes numbering 4,270,000. In New York, with 10 programs on the air, the NBC Film Division was producing more programs than any other syndicator.

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TELEVISION SALES

NBC-TV's gross time billings for 1954 climbed to a record high of $250,000,000 an increase of 30 per cent over 1953 sales. The sales record was accompanied by a sharp rise in the number of advertisers using the network, a total of 220 compared with 180 for 1953.

Among new advertisers welcomed to NBC-TV during the year were the Bissell Carpet Sweeper Co., Cudahy Packing Co., H.J. Heinz Co., Kelly Springfield Tire Co., Maytag Co., Pepperell Manufacturing Co., Royal Typewriter Co., and the Sweets Company of America.

The year was highlighted by an almost immediate sell-out of the newly conceived, once-a-month color Spectacular series, and the launching of "Home" and "Tonight" for sponsorship in the established participation pattern of the highly successful "Today" show. The three participating programs gained rapid acceptance among magazine-concept minded advertisers, with their combined time and program billings for the year reaching $13,000,000 more than the entire amount spent by all television advertisers in 1948.

Extensive increases in station lineups were also achieved in 1954. In November of 1954, the average sponsored NBC-TV evening show was carried by 94 stations, compared with 67 stations in November of 1953.

In an effort to meet the special problems of its optional affiliates, NBC last Fall took the lead among networks in introducing an Optional Station Plan. The plan was threefold: (1) Certain commercial programs were furnished optional affiliates not ordered by the network sponsor and the optional station was permitted to make local sales in these programs. (2) A special sales unit was created to build more network business on its optional stations. (3) A group rate plan was made available to optional stations in smaller markets. Under this plan, the participating group of stations was offered at a reduced rate to advertisers.

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Among the activities welcomed to ESO-TV during the past were the Blaisdell Copper Company Co., Gooding Printing Co., B.J. Petroleum Co., Wally Gardner-Oil Field Co., Herring Co., Universal Manufacturing Co., Lunar Typewriter Co., and the Sparks Company of Denver.

The year was highlighted by an almost immediate solution of the magic-connection, high-speed video Commutator problem, and the launching of "Home" and "Footlight" for experiments in the automatic-and participation patterns of the highly publicized "Jeopardy" show. The "Home" participation, "Footlight" quiz and Jeopardy experiments among Magnavision-connected minded activities, with their combined time and program building for the year reaching 213,000,000 open to a line entire account given by all television advertisers in 1964.

Extensive improvements in monitor image were also received in 1964. In November of 1963, the Grumman Aquaphone ESO-TV avoiding some also started by 30 stations, covering area of stations in November of 1963.

In an effort to meet the special problems of its optional affiliates, ESO ln. Tech. Ops. has hired young technicians in introducing an optional station exam. The film was designed: (1) Optional commercial programs were considered optional affiliates not covered in the permit space and the optional station may permitted to make local sales in their programs. (2) A special sales unit was created to build more network business on its optional stations. (3) A group rate plan was made available to optional affiliates in multiple purchase. Under this plan, the participating group of stations was offered at a reduced rate to advertisers.

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THE NETWORKS

The year 1954 saw dramatic growth in the number of NBC-TV stations equipped to carry color television transmissions. On Jan. 1, 1954, only 21 stations were equipped to carry color. As of Dec. 1, 1954, NBC's color television network had reached the phenomenal total of 93 stations. Color television was now available in an area comprising 87 per cent of the nation's televiewers.

As 1954 drew to a close, the NBC-TV network had grown from 168 stations in 1953 to 196.

The NBC Radio Network continued to serve greater audiences than any other advertising medium over its 210 affiliated stations.

NBC'S OWNED STATIONS

The call letters of four NBC owned stations were changed in 1954. WNBC and WNBT in New York became WRCA and WRCA-TV; WNBW (TV) in Washington was changed to WRC-TV; and KNBH, Los Angeles, was assigned the letters KRCA. The other owned stations are WRC, Washington; KNBC, San Francisco; and WMAQ and WNBQ (TV), Chicago.

The gross income of the division, derived from the five radio and five TV stations and from NBC Spot Sales, reached new highs.

In the field of color television, WRCA-TV led the industry by presenting the first regularly scheduled local color programs, "Here's Looking At You."

ENGINEERING AND PRODUCTION

Expansion of color production facilities and the development of a tiny wireless microphone marked the outstanding technical and engineering achievements during 1954.

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THE STATIONS

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As 1954 drew to a close, the NBC-TV network had grown from 180 stations in 1953 to 194.

The NBC Radio network continued to serve greater audiences than any other advertising medium over its 310 affiliated stations.

NBC'S OWNED STATIONS

The call letters of four NBC owned stations were changed in 1954. WNBC and WNBT in New York became WNCA and WNCA-TV; WMAL (TV) in Washington was changed to WRC-TV; and KNBH, Los Angeles, was changed to KRCA. The other owned stations are WMC, Washington; WNBQ, Chicago; KNBC and KNBT and WNBQ (TV), Chicago.

The great income of the division, derived from the five radio and five TV stations and from NBC film sales, reached new heights.

In the field of audio television, WNBC-TV has been busy introducing the first regularly scheduled local audio programs, "Music according to You."

EXPERIMENTS AND PROGRESS

Expansion of color production facilities and the development of a film writing videotape marked the outstanding technical and engineering achievements during 1954.

The Brooklyn studio -- largest television studio in the world and housing the most modern electronics equipment -- was readied for use in September. Construction of a new color studio in Burbank, Calif., to form the nucleus of NBC color programming on the West Coast, was scheduled for completion in January, 1955.

A tiny wireless microphone that can be concealed on the person of a television performer was developed and used successfully on several NBC-TV programs during the year. The new microphone permits the performer increased freedom of motion and flexibility.

THE RADIO NETWORK

Dynamic, dramatic changes marked NBC Radio during 1954. Newly acquired programs such as "Lux Radio Theatre," "Your Land and Mine" and "People Are Funny" won top ratings.

The long time-segment format was expanded and "Roadshow," presenting four hours of news, music, weather and traffic reports, became one of radio's most popular programs.

In across-the-board "strip programming," a technique pioneered by NBC Radio, "The Great Gildersleeve" followed in the successful footsteps of "Fibber McGee and Molly."

On the sales side, NBC Radio's participation plan made the long time-segment an attractive buy for advertisers. The Five-Minute Plan, another unique sales package, continued to attract new radio buyers.

SERVICE DEPARTMENTS

The broadcasting industry's first survey of the buying habits and characteristics of the nation's daytime television audience was made by the NBC Research and Planning Department.

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THE RADIO NETWORK

Dynamic, dramatic changes marked NBC Radio during 1954. Newly acquired programs such as "Lux Radio Theatre," "Your Land and Mine" and "People Are Funny" won top ratings.

The long time-segment format was expanded and "Monitor," presenting four hours of news, music, weather and traffic reports, became one of radio's most popular programs.

In series-the-hours "strip programming," a technique pioneered by NBC Radio, "The Great Gildersleeve" followed in the successful footsteps of "Ethel Merman and Molly."

On the sales side, NBC Radio's participation plan made the long time-segment an attractive buy for advertisers. The Six-Minute Plan, another unique sales package, continued to attract new radio users.

RESEARCH DEPARTMENTS

The broadcasting industry's first survey of the buying habits and characteristics of the nation's daytime television audience was made by the NBC Research and Planning Department.

During 1954, the NBC National Advertising and Promotion Department, using new techniques and broadened facilities, told the story of NBC's audience leadership to the public -- NBC's nighttime audience superiority in homes reached over the second network.

Among the highly successful campaigns was a standout series highlighting the sales effect of daytime television advertising for five specific product categories. A direct mail promotion, it was the most productive in getting enthusiastic response from agency people.

Noteworthy among the department's achievements was the creation of a system by which advertisers can learn almost immediately the broadcast promotion given their programs at the local station level.

The department focused its attention on NBC Radio's new look, publicizing changing listening habits, pointing up multiple radio home listening and out-of-home listening, both largely unmeasured audiences.

The NBC Merchandising Department, marking its third year of operations, conducted campaigns for more than 115 advertisers.

In addition to servicing the advertisers, the department achieved several merchandising "firsts," launching nationwide department store "tie-ins" with NBC-TV's "Home" show and putting in motion the NBC-TV Star Value Parade among advertisers marketing principally through supermarkets. Grocery chains representing 3,493 stores used over 350,000 NBC-TV display pieces.

Special point-of-purchase kits for "Today," "Home" and "Tonight" shows were printed for advertisers. By November of 1954, more than 6,000,000 display pieces had been distributed.

(more)

Across 1979, the CBC National Advertising and Promotion Department, using its resources and knowledge facilities, sold the story of CBC's stations innovatively to the media -- CBC's objectives received authority in media available over the season ahead.

Among the highly successful campaigns was a thematic series highlighting the value effect of British television advertising for other specific product categories. A direct mail campaign, it was the most productive in getting substantive responses from agency people.

Research among the department's noninvestors led the promotion of a system by which advertisers can learn about increasingly the broadcast production given their programs at the local station level.

The department focused its attention on CBC Radio's new Icon, publicizing changing listening habits, pointing up matinée radio home listening and out-of-home listening, both large in unexpected audiences.

The CBC development department, marking the third year of operations, conducted campaigns for more than 115 advertisers.

In addition to activating the advertisers, the department achieved several merchandising "firsts." Innovative merchandising campaigns "tie-ins" with Jet-Tv's "Bono" video and provided in motion the Max-CD Film Value Pack; among advertisers activities particularly involved supermarkets. Grocery chains representing 2,000 stores gave over 750,000 CBC-TV display pieces.

Special point-of-purchase kits for "Bono," "Max" and "Jackie" shows were printed for advertisers. By December of 1979, more than 1,000,000 display pieces had been distributed.

13 - Year-End Report

At the end of 1954, there were 4,700 regular employes on the NBC staff, compared with 4,458 a year ago. The company had 111 separate labor agreements with 15 different unions.

NBC's Guest Relations staff in New York printed and distributed approximately 5,000,000 radio and TV tickets during the year. Guest Relations in New York also received an average of 2,300 letters per week from persons requesting tickets. Its uniformed page staff handled 3,000 radio and TV audience shows during the year.

The tour of the NBC studios in Radio City was still one of Manhattan's top tourist attractions during 1954. More than 1,300,000 have taken the tour since its inception 21 years ago.

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NBC-New York, 12/29/54

NBC TRADE NEWS

A SERVICE OF RCA

December 29, 1954

3 MAJOR SOAP MANUFACTURING FIRMS SET PRECEDENT BY BUYING THE SAME TELEVISION SHOW: NBC'S 'DING DONG SCHOOL'

The increasing lure of NBC's daytime television was reflected today with the purchase by three soap manufacturing firms of year-long campaigns on "Ding Dong School."

Manhattan Soap Company of New York will begin its campaign for Sweetheart soap Jan. 20. The order was placed through Scheideler, Beck & Werner of New York. The NBC sales representative was William Ziegler.

Procter & Gamble Co. of Cincinnati, advertising a new hair set for young girls, Party Curl, starts its campaign in mid-January. The agency is Biow, Beirn, Toigo, Inc., of New York. John Dodge was the NBC sales representative.

Colgate Palmolive Company of Jersey City, N.J., will advertise Colgate toothpaste. Starting date for the campaign will be announced soon. The agency is Ted Bates & Company. The NBC sales representative was Harry Floyd.

All the purchases are for one 15-minute segment once a week.

George Graham, NBC sales supervisor for "Ding Dong School" and the "Pinky Lee Show," said the sale was the first involving three major companies in the same field buying the same TV show. He said the show was 70 per cent sold out.

"Ding Dong School," a children's educational show starring Dr. Frances Horwich, is seen Monday through Friday, 10-10:30 a.m., EST.

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LITTLE JOHNNY, 6-YEAR-OLD MARTIN AND LEWIS FAN OF BUFFALO, SETS OUT TO MEET HIS IDOLS AND MAKES LOCAL NEWS

Little Johnny is six years old, lives in Buffalo, and probably is the youngest member of the Dean Martin-Jerry Lewis Fan Club.

When he saw his heroes over NBC affiliate WGR-TV during the Dec. 19 COLGATE COMEDY HOUR, he made a firm decision.

On Monday, Dec. 27 he was picked up at the Buffalo bus terminal sans money (not even his piggy bank), sans baggage, loudly demanding "Where is the bus for Hollywood?"

The bus line people called the police about a lost boy. The "lost boy" kept insisting to the police that he wasn't "lost" at all. He knew exactly where he was -- and where he was going: to Hollywood to meet those two funny fellows in person.

Just by chance, WGR-TV's newsgathering crew was in police headquarters on another story when Johnny came in. Cameraman Jack Bleich and film narrator Mike Eisele interviewed Johnny then and there. That was at 4 p.m.

At 6 p.m., an excited baby-sitter watching television found out pronto where Johnny was, by way of the station's news shop. She called the telephone number news editor Charles Warren had included in the program, and soon there was a reunion with accompanying mixed emotions.

Johnny's mother, who works in a Buffalo box factory, was glad to have him back; the baby-sitter was grateful for the fast news

(more)

LITTLE JOHNNY, 5-YEAR-OLD MARTIN AND LEWIS FAN OF BUFFALO,
GETS OUT TO MEET HIS IDOLS AND MAKES LOCAL NEWS

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When he saw his heroes over NBC affiliate WGR-TV during the Dec. 19 COLGATE COMEDY HOUR, he made a firm decision.

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Johnny's mother, who works in a Buffalo bus factory, was glad to have him back; the baby-sitter was grateful for the free news

(more)

coverage by WGR-TV; the police were happy to solve the "lost boy" case so quickly.

But Johnny, according to his mother, has small regard for the marvels of rapid electronic communication.

His last words were: "I am going to Hollywood to meet Dean Martin and Jerry Lewis."

Johnny's mother added: "Maybe he'll try. But I wish you'd tell everybody who finds a little boy wandering around looking for a ride to Hollywood that MY son will be wearing patches on his shirt, socks, shoes and sweater --

With his name and address...and shipping instructions ...

To Buffalo.

* * *

P.S. -- Station Manager J.J. Bernard and Promotion Manager Phil Curtis at WGR-TV, Buffalo...in addition to their spot news film truck...also have an autogyro, propeller-driven plane and a jet on call to cover Buffalo area news (and the journeyings of Johnny).

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NBC-New York, 12/29/54

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* * *

P.S. -- Station Manager J.J. Gorman and Promotion Manager Phil Curtis at WGR-TV, Buffalo...in addition to their spot news film truck...also have an autogyro, propeller-driven plane and a jet on call to cover Buffalo area news (and the journeying of Johnny).

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WRC-New York, 12/23/54

December 29, 1954

AMERICAN LEGION CITATION TO NBC RADIO DESCRIBES NETWORK'S 'INHERITANCE' SERIES AS 'POTENT WEAPON AGAINST COMMUNISM'

FOR RELEASE AFTER 5 P.M., EST, SUNDAY, JAN. 2, 1955

The American Legion today honored as "a potent weapon against Communism" an NBC Radio program devoted to authentic dramatizations of the nation's history.

Seaborn Collins, National Commander of the American Legion, presented a special award from that organization to NBC for its INHERITANCE program during the weekly broadcast today (Sunday, Jan. 2, 5 p.m., EST). Robert W. Sarnoff, Executive Vice President of NBC, accepted the award on behalf of the network.

The citation said:

"'Inheritance' is awarded this special American Legion Award... For dramatization, in a dynamic National Broadcasting Company series, of outstanding scenes in American history which have served as a constant reminder to the people of this nation of the sacrifices and victorious achievements of our pioneers and patriots, and as a potent weapon against Communism."

(more)

December 29, 1954

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'INHERITANCE' SERIES AS 'POTENT WEAPON AGAINST COMMUNISM'

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In accepting the award, Mr. Sarnoff said:

"We at NBC conceived the program 'Inheritance' as an instrument for dramatizing great moments in American history, and as a reminder to us all of the great price we have paid for our freedom. By its very nature, the program has a profoundly anti-Communist meaning."

Mr. Collins, in his remarks accompanying the presentation of the award, said that "the presentation of this splendid series constitutes a significant public service for the people of America."

"It has always been my contention," he said,"that a fresh examination of our American inheritance of freedom brings renewed appreciation of national blessings which we are sometimes inclined to take too much for granted. Letters received by NBC and by the American Legion during the past year indicated that 'Inheritance' has served as a curriculum enrichment source for students and educators throughout the country. These letters have also demonstrated the profound interest which our citizens have in the history of America."

The citation has been made a part of the official proceedings of the 1954 American Legion national convention in Washington, D.C.

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NBC-New York, 12/29/54

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NBC-New York, 12/30/54

MOWREY AND BERGE TO DISCUSS BUSINESS MERGERS ON 'AMERICAN FORUM'

"Business Mergers -- Helpful or Harmful?"

This question will be discussed by Edward F. Mowrey, chairman of the Federal Trade Commission, and Wendell Berge, former assistant attorney general for the Anti-Trust Division of the Department of Justice, on Theodore Granik's THE AMERICAN FORUM Sunday, Jan. 2 (NBC-TV, 3:30 p.m., EST; NBC Radio, 6 p.m., EST).

NBC Newsman Steve McCormick will moderate the program. It originates in Washington.

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JUDY HOLLIDAY TO OFFER IMPRESSION OF HARPO MARX

Judy Holliday, starring in Max Liebman's NBC-TV live color Spectacular, GOOD TIMES, on Sunday, Jan. 2, has prepared a special comedy routine in which she does her impression of Harpo Marx, (7:30 to 9 p.m., EST).

In addition to several other skits, Judy, along with Steve Allen and Dick Shawn, team up to present an hilarious "hillbilly" version of "Tell Us Where the Good Times Are."

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NBC-New York, 12/29/54

MOFFLY AND BENCE TO DISCUSS BUSINESS MERGERS ON 'AMERICAN FORUM'

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JUDY HOLLIDAY TO OFFER IMPRESSION OF HARPO MARX

Judy Holliday, starring in Max Liebman's NBC-TV live color spectacular, GOOD TIMES, on Sunday, Jan. 2, has prepared a special comedy routine in which she does her impression of Harpo Marx, (7:30 to 9 p.m., EST).

In addition to several other skits, Judy, along with Steve Allen and Dick Shawn, team up to present an hilarious "military" version of "Tell Us Where the Good Times Are."

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CREDITS FOR 'THE DOCTOR'S WIFE' ON NBC RADIO

TIME:	NBC Radio, Mondays through Fridays, 10:30-to 10:45 a.m., EST
PREMIERE DATE:	Jan. 3, 1955 (formerly on NBC Radio from March, 1952, to October, 1953)
FORMAT:	The story of a doctor's life as seen through the eyes of his wife.
STARS:	Patricia Wheel as Julie Palmer, and John Baragrey as Dr. Daniel Palmer.
CAST INCLUDES:	Margaret Hamilton as Betty, Ed Jerome as Mr. Devero, Anne Seymour as Hannah Lewis, Janie Alexander as Patsy Lewis, Vincent Hayworth as Dr. Edwards.
PRODUCER AND WRITER:	Manya Starr
DIRECTOR:	Fred Weihe.
ORIGINATION:	New York

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NBC-New York, 12/29/54

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ORIGINATION:	New York

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NBC-New York, 12/29/54

NBC SPOT SALES

News

FOUR MILLION-DOLLAR WEEKS

WIND UP RECORD BILLING YEAR FOR NBC SPOT SALES

FOR RELEASE MONDAY, A.M., JAN. 3, 1955

The week ending Dec. 31 marked the fourth consecutive week of the month that NBC Spot Sales topped $1,000,000 in new and renewed business at NBC Spot Sales.

Announcement of the record-breaking weeks in sales was made today by Thomas B. McFadden, Vice President of NBC Spot Sales, who said the million-dollar figure was surpassed in each instance by "a substantial amount."

Mr. McFadden said the December activity in sales portends "bright prospects for 1955." December is traditionally a slow month in sales in the radio and television industry, and the NBC Spot Sales record is a reverse of the normal December trend.

"December figures indicate advertisers' constantly growing faith in national spot advertising in radio and television, and are the result of a continuing aggressive sales campaign on the part of NBC Spot Sales," Mr. McFadden said.

Reviewing NBC Spot Sales' billings accomplishments for 1954, Mr. McFadden stated that in the first 11 months of the year the national sales representative organization billed in television 31%

(more)

more in 1954 than in the preceding year, while radio made a gain of 15.3% over the 1953 total figure.

"The result is a banner year for NBC Spot Sales in terms of billings -- a year far better than any one the organization has experienced since it was formed," Mr. McFadden said.

"Whereas the increase in television sales is far better than anticipated, the marked increase of 15.3% made by radio reflects the strength of national spot radio. Advertisers are continuing to cultivate this basic communications and advertising medium and the proof is the increase in billings experienced during 1954."

The growing demand for radio by national spot advertisers on stations represented by NBC Spot Sales can be attributed to "revitalized programming on the stations we represent," Mr. McFadden stated. "Also, the development and improvement of merchandising plans proved important in garnering large dollar volume campaigns from advertisers."

Other developments at NBC Spot Sales which Mr. McFadden points to as achievements which continue to assure the national sales organization's leadership in its field were:

NBC Spot Sales' increased direct contact at the client level with the support and cooperation of the client's advertising agency.

The announcement (the first in the field) of NBC Spot Sales' development of full-screen ID for advertisers as an alternate for the shared-screen IDs.

(more)

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"The result is a banner year for NBC Spot Sales in terms of billings--a year far better than any one the organization has experienced since it was formed," Mr. McFadden said.

"Whereas the increase in television sales is far greater than anticipated, the modest increase of 15.3% made by radio reflects the strength of localized spot radio. Advertisers are continuing to utilize this basic communications and advertising medium and the proof is the increase in total spot expenditures during 1954."

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NBC Spot Sales' increased direct contact at the client level with the support and cooperation of the client's advertising agency.

The announcement (the first in the field) of NBC Spot Sales' development of full-screen ID for advertisers as an alternate for the usual 5-second ID.

(more)

The development and execution of the "Sold on Spot" advertising campaign. Created by H.W. Shepard, new business and advertising manager of NBC Spot Sales, the campaign is designed to sell spot radio and television as a basic medium and to excite further interest on the part of national advertisers in the medium.

Mr. McFadden said that, based on the 1954 record, NBC Spot Sales is "confident that 1955 will be a year during which we will achieve even more than in 1954 in terms of sales and development of selling techniques."

NBC Spot Sales represents the following radio and television stations: WAVE and WAVE-TV, Louisville; WRGB, Schenectady; KONA and KGU, Honolulu; WRCA and WRCA-TV, New York; WRC and WRC-TV, Washington; KSD and KSD-TV, St. Louis; KPTV, Portland, Ore.; WTAM and WNBK, Cleveland; KRCA, Los Angeles; KNBC, San Francisco; and the Crosley group of radio and television stations in markets outside New York and Chicago.

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NBC-New York, 12/29/54

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NBC-New York, 12/29/54

NBC TRADE NEWS

December 29, 1954

ADVERTISING COUNCIL'S 'FUTURE OF AMERICA' FILM TO BE PRESENTED ON NBC TELEVISION JAN. 2

A half-hour look via television into the country's future will be presented by NBC-TV Sunday, Jan. 2 (1-1:30 p.m., EST) on behalf of the Advertising Council's "Future of America" campaign.

Paul Hoffman, chairman of the Studebaker-Packard Corporation, and John B. Hughes, veteran announcer and commentator, will be narrators for the film, which has a script by Al Hine.

The film, titled "The Future of America," opens in the garden of Paul Hoffman's home in Pasadena, Calif., where he is asked about the future prospects for America. As the story unfolds, the camera darts about the nation, underscoring the great changes that have come during the past dozen years: more and bigger families, higher earnings, better jobs, increased needs for goods and services. It explains that these great changes and needs add up to greater opportunities for practically every person in America today.

The Advertising Council made the film, which contains footage supplied by the Atomic Energy Commission, Eastman Kodak, General Electric, Esso Standard Oil, Capital Airlines and other organizations. James Cahoon was the producer, Peter Poor the director.

The film will be shown Jan. 2 by four networks at various times during the day.

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NBC COLOR TELEVISION NEWS
A SERVICE OF RCA

"YELLOW JACK" SCENE SUMMARY IN PLAYWRIGHTS' COMPANY PRODUCTION IN COLOR ON "PRODUCERS' SHOWCASE" MONDAY, JAN. 10, NBC-TV 8-9:30 P.M., EST

ACT I

Scenes:
1 - Stackpoole's Laboratory, London
2 - The Same, Later
3 - Cuba, Street Scene in front of Laboratory
4 - Walter Reed's Laboratory and Office
5 - The Front of the Laboratory Building
6 - The Interior of the Laboratory
7 - The Same, Later
8 - The Interior of the Enlisted Men's Barracks
9 - Dr. Carlos Finlay's Garden and Laboratory, Cuba

* * *

ACT II

Scenes:
1 - A Yellow Fever Ward, Cuba
2 - Montage
3 - The Interior of the Enlisted Men's Barracks
4 - The Interior of Major Reed's Laboratory
5 - The Street Outside the Laboratory Building
6 - The Interior of the Laboratory
7 - The Laboratory, four days later
8 - The Laboratory, the next day

* * *

ACT III

Scenes:
1 - In Front of Dr. Gorgas' Quarters
2 - Maj. Reed's Laboratory
3 - Lazear's Bedside
4 - The Interior of the Barracks
5 - Maj. Reed's Laboratory
6 - Street Scene
7 - Major Reed's Laboratory
8 - Exterior of Tent and "the Dirty House"
9 - Interior of "the Dirty House"
10 - Interior of the Tent
11 - The Yellow Fever Ward

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NBC-New York, 12/29/54

CREDITS FOR 'TENNESSEE FORD SHOW' ON NBC-TV

TIME:	NBC-TV, Mondays through Fridays, 12 noon to 12:30 p.m., EST
PREMIERE:	Monday, Jan. 3, 1955
STAR:	Tennessee Ernie Ford
FORMAT:	Informal, musical variety show with songs, comedy and interviews.
MUSIC:	Jack Fascinato and his Orchestra; and vocalist Molly Bee
EXECUTIVE PRODUCER:	Cliffie Stone
PRODUCER:	Milt Hoffman
DIRECTOR:	Joe Landis
TECHNICAL DIRECTOR:	Joe Kay
WRITER:	Sol Stein
MUSIC DIRECTOR:	Jack Fascinato
ORIGINATION:	Live from NBC-TV studios in Burbank, Calif.

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NBC-New York, 12/29/54

CREDITS FOR "SUNDOWNERS" PILOT FILM: ON NBC-TV

TIME:	NBC-TV, Wednesday Thursday, 12 noon to 12:30 p.m., EST
PREMIERE:	Monday, Dec. 31, 1962
STAR:	Tennessee Ernie Ford
FORMAT:	Informal, musical variety show with songs, comedy and satirical.
MUSIC:	Jack Fascinato and his orchestra and vocalists Sally Rae
EXECUTIVE PRODUCER:	Charlie Moore
PRODUCER:	Bill Robson
DIRECTOR:	Joe Landis
TECHNICAL DIRECTOR:	Joe Ray
WRITER:	Joe Bain
MUSIC DIRECTOR:	Jack Fascinato
ORIGINATION:	Live from NBC-TV studios in Burbank, Calif.

NBC-New York, 12/29/64

NBC TRADE NEWS

December 30, 1954

TUMS '1955 VARIETY SHOW' WILL PRESENT LARRY STORCH, TERESA BREWER, SENOR WENCES, CHORDETTES, AND STEP BROTHERS ON NBC-TV JAN. 4

TUMS PRESENTS A 1955 VARIETY SHOW for the first 8-9 p.m., EST, Tuesday time period of the New Year on NBC-TV Jan. 4. The full-hour variety revue will star comic-impressionist Larry Storch with vocalist Teresa Brewer, ventriloquist Senor Wences, the singing Chordettes, the dancing Four Step Brothers and Al Goodman's orchestra.

The special one-time program will be sponsored by the Lewis-Howe Co. Dancer-Fitzgerald-Sample, Inc. is the agency.

Storch will deliver an opening, mid-program and closing monologue and will reminisce about "things that happened to him" as a device to introduce the variety fare. The Chordettes' songs will include "Moonlight Bay" and "Mr. Sandman." Selections for Miss Brewer will be "Let Me Go, Lover," "The Liar Song" and "I'm Gonna Go Get My Baby."

The program will be produced by Hudson Faussett, directed by Grey Lockwood, written by Bill Gammie with choreography by Ray Malone.

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NOTE TO EDITORS: The NBC Daily News Report will not be published on New Year's Eve, Friday, Dec. 31. Publication will be resumed on Monday, Jan. 3.

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NBC COLOR TELEVISION NEWS
A SERVICE OF RCA

AUTHENTIC SCIENTIFIC BACKGROUND, INCLUDING LIVE MOSQUITOES, WILL ADD TO REALISM OF 'YELLOW JACK' ON NBC-TV'S 'PRODUCER'S SHOWCASE' JAN. 10, 8-9:30 P.M., EST

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Columbia U. Professors to Aid 10 Star Actors in Colorcast

Fifty live mosquitoes of the yellow fever-carrying variety, under the supervision of two Columbia University medical professors, will help the ten star actors maintain realism in their performances in "Yellow Jack," the Playwrights' Company production which will be seen on PRODUCERS' SHOWCASE Monday, Jan. 10 (NBC-TV, 8-9:30 p.m., EST). The show, telecast in compatible color, may be seen on standard sets in black and white.

Dr. Howard B. Shookhoff, associate professor of tropical medicine at Columbia University and chief of the tropical disease division of the New York City Department of Health, is supervising the technical set-up of "Yellow Jack" to ensure medical authenticity in the Sidney Howard-Paul de Kruif play. The latter dramatizes the historic work of Major Walter Reed and his associates in discovering the carrier of dreaded yellow fever. Dr. Shookhoff will see that the star cast of performers "adheres strictly to scientific fact" during the three acts of the 90-minute telecast.

By background and experience, Dr. Shookhoff is admirably suited to advise the "Yellow Jack" company in the ways of the tropical

(more)

parasite.

A Bowen Scholarship recipient from the New York Academy of Medicine, Dr. Shookhoff studied at the London School of Hygiene and Tropical Medicine in 1937-38. During World War II he was chief of the health and sanitation program in Colombia, South America, for the Office of Inter-American Affairs.

His colleague, Dr. Roger Williams, an associate professor of medical entomology at Columbia University School of Public Health, is breeding 50 "Aedes Egypti" mosquitoes, potential yellow fever carriers all, to be used as live props on the show. The species was known as "Stegomyia" when Reed and his staff, using human guinea pigs, proved it to be the carrier of yellow fever.

Dr. Shookhoff and Dr. Williams reassure one that the mosquitoes being prepared to perform on "Yellow Jack" will be relatively harmless, since the bug does not flourish in these parts. In fact, there has not been a yellow fever epidemic in the United States in 50 years. The last serious one occurred in South America a quarter of a century ago.

As many as 37,475,000 viewers have seen previous offerings of NBC Spectaculars, according to Nielsen reports.

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NBC-New York, 12/30/54

reality.

A Bowen Scholarship weighing from the New York Academy of Medicine, Dr. Goodhart attends at the Tulane School of Medicine and diplomat Resident in 1937-38. During World War II he was chief of sanitation and sanitation progress in Germany, Occupied Territories, for the Office of Inter-American Affairs.

His colleague, Dr. Roger Williams, in developing preliminary of clinical endocrinology at Columbia University School of Public Health, in testing 50 "Aedes Aegypti" mosquitoes, potential yellow fever carriers to be used as live probes on the show. The specific was known as "Myocrylin" when Reed and his crew, using human guinea pigs, proved to be the carrier of yellow fever.

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New York, 12/30/54

"TODAY'S" FRED MUGGS UNDERGOING TREATMENT IN N.Y. FOR EAR INJURY RESULTING FROM FALL FROM CAR

J. Fred Muggs of NBC-TV's TODAY arrived home from Hollywood last night (December 29) a little the worse for wear after a three-week sojourn in the glittering movie capital of Hollywood.

Muggs' misadventures began last week, when, on his way to the studio one morning, he fell out of an automobile driven by his owner, Buddy Mennella. Muggs landed on his simian ear, and Mennella, with all possible haste took him immediately to Hollywood Receiving Hospital. That institution, after deliberation, declared that it would not treat the chimpanzee television star, although officials relented sufficiently to advise Mennella to put hot compresses on Muggs' injured ear.

However, infection set in, and despite the administration of powerful antibiotics by one of Hollywood's best known physicians, Muggs failed to improve.

Yesterday, with a fever of 102 degrees and a heavy cough, Mennella brought Muggs home to be treated by his own regular physician. It is believed that surgery is indicated.

Muggs, seen on NBC-TV's "Today" Monday through Friday from 7-9 a.m., EST and CST, and 8-9 a.m., PST, had been temporarily on leave of absence from the program to make a series of guest appearances on the West Coast.

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NBC-New York, 12/30/54

"TODAY'S" FRED MUGGS UNDERGOING TREATMENT IN N.Y.

FOR EAR INJURY RESULTING FROM FALL FROM CAR

1. Fred Muggs of NBC-TV's TODAY arrives home from Hollywood last night (December 20) a little the worse for wear after a tempestuous sojourn in the glittering movie capital of Hollywood.

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NBC-New York, 12/20/57

3,000 FOOD BROKERS AND EXECUTIVES IN 58 CITIES WITNESS NBC CLOSED CIRCUIT COLOR TV DEMONSTRATION FOR STAR-KIST FOODS

- - -

Total of 300 Closed Circuits Planned for 12-Month Period

Some 3,000 food brokers and executives gathered before television sets in 58 cities across the nation yesterday (Dec. 29) to witness a closed circuit color TV demonstration broadcast from NBC-TV's Colonial Theatre in New York.

The food executives, guests of Star-Kist Foods, Inc., of Calif., which recently bought $900,000 in participations on NBC-TV's "Today," "Home," and "Tonight" shows, were treated to a 45-minute "live" colorcast starring Dave Garroway, Steve Allen and Arlene Francis.

The closed circuit telecast was beamed to the network's basic station lineup of 53 stations. It was the first of 300 closed circuit demonstrations to be presented by the network during a 12-month period.

The closed circuit show was produced by Erik Hazelhoff, manager of NBC's newly-created Telesales Department. Through closed circuit demonstrations, prospective advertisers are introduced to NBC stars and their shows.

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NBC-New York, 12/30/54

3,000 NBCD radios and electronics in 32 civic centers who
during current week by demonstration FM sys-Cast music
total of 300 closed circuits figures for 12-hours. Period

Some 5,000 local broadcast and executives assembled before main-
ation sets in 32 cities across the nation yesterday (Oct.30) to wit
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The closed circuit show was produced by Seth Matlofsky,
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C stars and their shows.

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NBC-New York, Oct.30,54

A SERVICE OF RCA

NBC SIGNS 6-YEAR CONTRACT FOR TV AND RADIO COVERAGE
OF MOTION PICTURE ACADEMY NOMINATIONS AND AWARDS

A six-year contract for the rights to broadcast by television and radio both the Motion Picture Academy Nominations and the Academy Awards was signed today by the National Broadcasting Company.

Fred Wile Jr., Vice President of NBC in charge of Programs for the Pacific Division, and Charles Brackett, President of the Academy of Motion Picture Arts and Sciences, jointly made the announcement.

The 1955 broadcasts and telecasts are committed to the Oldsmobile Division of the General Motors Corporation.

Speaking for NBC, Mr. Wile said: "The National Broadcasting Company is very proud and happy to be associated with the Academy in this new presentation of the nominations and awards."

Mr. Brackett said: "From the point of view of the Academy and the motion picture industry, we consider the arrangement the most important public relations step ever taken.

(more)

"The telecasts of the last two years, supplementing the radio broadcast, have given tremendous impetus to the selling not only of pictures but of the entire industry to the public all over the world."

Arrangements were finalized today following a special meeting of the Academy Board at 9 a.m., Pacific Time. The first special event under the contract will be the Academy Nominations to be broadcast early in February from Hollywood.

NBC has broadcast and telecast the Academy Awards from the Pantages Theatre in Hollywood for the past two years. The Academy broadcast is one of the most colorful and glamorous television presentations of the year and has always commanded a top rating.

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NBC-New York, 12/30/54